

October, 1976
Volume 26, No. 4

CANADIAN HOME ECONOMICS JOURNAL



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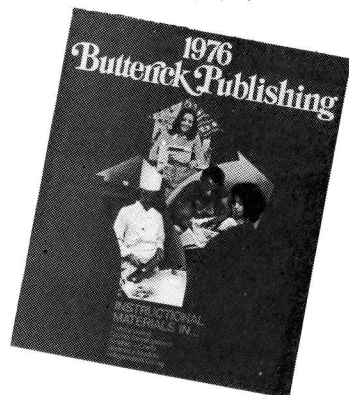
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October, 1976
Volume 26, No. 4

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Subscriptions and change of
address should be mailed to
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Association, National Office,
151 Slater St., Ottawa, Ont.
K1P 5H3

Subscription rates: \$8.00 per
year of \$2.00 per single copy.

Application for membership in
the Association should be sent
to National Office. Membership
fee is due May 1st.

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*Published quarterly by
Canadian Home Economics Association*

Printed by
Aerotype Services
355 King Street West, Toronto, Ontario



Doris R. Badir

BALANCING THE BUDGET

Concern with balancing the budget is a recurring issue these days. Everyone, from politicians to homemakers is battling escalating costs.

Faced with dilemma of maintaining services as our income dollars shrink, the home economists at the Annual Meeting this July voted to revamp the fee structure and raise the active membership fees by \$20 in 1977. This, one member observed, is an amount which approximates the price of a dinner out for two.

As a basis for comparison, in 1966-67 the association's operating costs for five major budget items totalled \$8,700. The 1977 projection for these same five items: telephone, postage, rent, office administration and the Journal is \$34,970 — a ratio of 1:4.

In the same perspective, measuring the \$10 membership fee a decade ago against the proposed \$50 annual dues (a ratio of 1:5) this rise in fees is obviously not at all inconsistent with the surge in operating costs.

If we maintain a sense of proportion, we can enthusiastically support our goals as we plan and budget for the growth of the Canadian Home Economics Association.



Doris R. Badir
President C.H.E.A.

Canadian Home Economics Journal

CHALLENGE TO C.H.E.A. MEMBERS

FROM THE RETIRING AND NEW PRESIDENTS

The culmination of four days of hectic activity in Toronto at the C.H.E.A. Annual Conference was the final dinner. The remarks made by both the retiring president, Margaret Pope, and the new president, Doris Badir, were timely and very thought-provoking.

Mrs. Pope posed a question often heard in our ranks — What do I get for my money? As she puts it, "A fair enough question for a value-seeking home economist to ask." But she suggested we look at the spiritual values such as: the support and fellowship of working together on committees, combining energy and looking towards a goal and the feeling of pride whenever one of our member stands out in her field to reflect glory on all.

"A good image collectively, reflects well on each home economist individually. This adds respect and dignity to the profession as a whole. But it is my view that the individual home economist who does not support the professional association but uses the "home ec" moniker, is a coat-tail rider."

Margaret continued that, as Helen Jantzen had earlier observed, a heightened image engenders better salaries, better working conditions, better opportunities for political leverage and better funding for action programs.

However, we need every home economist's support through membership fees to support our national office. Rather than asking what do we get for our fees, we should be thinking of paying a debt to those who have served the profession faithfully, contributing time and paying their own way.

The tangible benefits are also substantial — a regular Journal, annual conferences, a collective mouthpiece to voice our policies and a chance to marry wisdom and experience with energy and enthusiasm. Margaret concluded that she considered it an honor and privilege to have been involved in the association during this eventful period and then bestowed the chain of office on the new President, Doris Badir.

Dr. Badir is the newly appointed Director of the Faculty of Home Economics, University of Alberta. In accepting the presidency, Doris set the tone for her term with the following comments:

"Like most of you, the route to allowing myself to become highly visible in the profession was a choppy one. While we show wide concern with our image and public relations, we need to stop our navel-gazing and face up to fact. We *are* the image-makers — we are our own P.R."

She expressed the hope that adversity would be a good cementing device. We are faced with a disaster budget, a drive for new members and the need to proclaim on a regular basis that "I am a member of C.H.E.A."

The future of the association must be action oriented and "be seen to be doing things that count in this world beyond the toilings of human living. Why aren't we demanding action for changed divorce laws, matrimonial property legislation, child abuse, day care, equality of rights for women — wherever our support is needed."

Dr. Badir continued: "If we could demonstrate our knowledge and expertise as effectively in all these areas as well as our representative on the Metric Commission have done, then we would have no problems of image or finance."

In conclusion, our new President issued the challenge to "develop a structure which will effectively allow us to demonstrate our contribution; to make ourselves more visible through action-oriented programs, to increase membership and to balance the budget. Thank you for your confidence. Let's all try to make the next year a good one."



Dr. Doris Badir (right) accepts the gavel for her term as President from Margaret Pope.

CONFERENCE HI-LITES



Win Bracher, Past-President, bestows Honorary Life Membership on Dr. Feniak (left).

BETTY FENIAK HONOURED BY C.H.E.A.

Dr. Betty Feniak was awarded an Honorary Life Membership at the Annual Banquet in Toronto. Win Bracher, C.H.E.A. Past-President, made the presentation.

Betty Feniak was born and raised on a Manitoba farm and graduated from the U. of M. in 1941. She received her Masters degree and Ph.D. in Foods and Nutrition from the U. of Minnesota. She married Dr. Michael Feniak, a geologist, in 1945. He lost his life in Yellowknife, N.W.T. in 1949. Betty raised her two children in Winnipeg. Barbara is now married in Oakville, Manitoba and Peter is with the CBC in Winnipeg.

Dr. Feniak has instructed and taught at the U. of Minnesota, Alberta and Manitoba. As her many students will attest, she was a truly excellent teacher. From 1956-66, she was head of the Foods and Nutrition Department, U. of Manitoba, Acting Director from 1966-67 and Associate Director in 1967. Betty became Associate Dean, Faculty of Home Economics in 1970. She took a 6-month leave of absence in 1972 to be a Family Studies consultant at Mt. Allison University but has now returned to her post in Winnipeg.

Dr. Feniak has always been very active in Home Economics and Dietetic Associations including I.F.H.E. She belongs to the Nutrition Society of Canada, C.I.F.T.S., Can. Association of University Teachers, Federation of University Women, the C.A.C. and the Vanier Institute of the Family among many others.

Betty has also been very involved with her community. Her interests range widely from the Home Welfare Assoc. of Winnipeg and the Meals-on-Wheels committee to the Manitoba Women's Institute Advisory Board, the Manitoba Status of Women Action Committee and other advisory boards. Dr. Feniak was a member of the Canadian delegation to the 1974 U. N. International Seminar in Ottawa dealing with the integration of women in development and the elimination of discrimination on the grounds of sex.

In addition to her work for community and professional groups, Dr. Feniak has written numerous reports and research papers. Many of these have appeared in Home Economics and

other professional Journals and Newsletters. Betty was also at the forefront of the feasibility study for the executive director for C.H.E.A.

To all who have had the pleasure of knowing Betty and working with her, the presentation of this award was a well-deserved accolade.

JEAN BRADSHAW HONOURED

The occasion of the Annual Banquet was chosen to present Mrs. Jean Bradshaw, Executive Secretary, with an Honorary Life Membership and a crystal stein. Gertrude Gerlach was on hand to make the presentation on behalf of C.H.E.A. Her comments are quoted in part:

"To many of you, it may seem a long time since our C.H.E.A. office was established in Ottawa. For those of us who were given the responsibility for taking this giant step, it was a labour of love.

It involved many aspects — finding suitable space and a convenient location, gathering various types of records from members scattered across Canada, establishing a variety of procedures for handling business operations — and, last, but not least, the selection of a General Secretary."

Gertrude then related that Irene Bruce was our first secretary but she had to retire due to a serious heart condition. In 1961, Jean Bradshaw answered an ad for the General Secretary's job and agreed to "help out for six weeks". Jean apparently told her husband that the salary would buy her a mink stole. However, the six weeks turned into fifteen years of devoted service to the association.

Miss Gerlach described many of the valuable tasks that Jean has performed over the years. During that time, membership has grown from 874 to 1,765 this year. Gertrude outlined the many outstanding qualities displayed by Jean including tact, loyalty, modesty, positiveness, friendship and a wonderful sense of humour. In closing, she summarized a description of Jessica from Shakespeare:

"For she is wise if I am judge of her;
And fair she is if that mine eyes be true;
And true she is as she hath proved herself."

Jean, from all of us, many thanks for your devotion and friendship.



(L. to R.) Jean Bradshaw, Marg Pope, Nola Wade

AWARDS PRESENTED AT CONFERENCE

C.H.E.A. president, Margaret Pope, announced the winner of the Silver Jubilee Scholarship for 1976. She is Mrs. Margaret Hope Ellison of Charlottetown, P.E.I.

Margaret holds a B.Sc. (H.Ec.) from Mt. Allison as well as certificates in teaching and guidance from New Brunswick and the U. of Toronto.

She has taught in Niagara Falls ('65-'67), Burlington and Charlottetown. From 1969-1971, she was Dean of Women at U. of P.E.I. She then formed an interior decor company, M. E. Associates Ltd. in 1974. Her interest in women's affairs led her to become co-ordinator of international Women's Year for her province during 1975.

Mrs. Ellison is planning to further her interior design and housing/environment studies in M. Sc. and Ph. D. programs at the U. of Tennessee, Knoxville.

The Mary A. Clarke Award winner for 1976 is Brenda Elias of Guelph, Ontario. She was presented with her award at the Annual Dinner in July.

Brenda is a 1975 B.A. Sc. graduate in Family Studies and Housing from the U. of Guelph. She will complete her M.Sc. program, focusing on housing for the elderly, in September 1977. She won a scholarship during her senior year for academic achievement and leadership potential.

Her interests are generally in social and community development and she has taken an active role in Big Sisters, her Alumni, the Gerontological Society and the National Council on Family Relations.

Karen Lapsley, a 1974 graduate of MacDonald College, McGill University, is the winner of the Carnation Company Incentive Award. Mr. William Spratt, Director of Administration, Carnation Co. Ltd. presented the award in Toronto.



Brenda Elias, winner of the Mary A. Clarke Award (left), and Karen Lapsley, Carnation Company Incentive Award winner (right), are shown with our president, Marg Pope, at the Annual Banquet in Toronto, July 1976.

Karen holds a B.Sc. (F.Sc.) degree and a diploma in Collegial Sciences from McGill. She will pursue a Masters degree in Food Process Science at U.B.C. beginning in September 1976. It will include a position with Dr. M. Tung to work with a Canadian food company in product development, production or control.

Karen has been a very active member of the Toronto Home Economics Association as she has been residing in Brampton, Ontario for the past few years. She was a member of the very successful Exhibits Committee for the 1976 C.H.E.A. Conference.

To the Members of the Canadian Home Economics Association —

Thank you all for the honorary membership given me at the Annual Banquet held in Toronto, July 16th, 1976.

Your thoughtfulness is deeply appreciated.

Sincerely,

August 4, 1976.

Jean Bradshaw
Jean Bradshaw

HIGH-LITES AT THE CONGRESS



L to R: Isobel Horne, President I.F.H.E.; Odette Goncet, Secretary-General I.F.H.E.; Doris Badir, President C.H.E.A.; Mahasin Saad, Sudan Family Planning Association.



L to R: Nola Wade, C.H.E.A. Executive Director; Win Bracher, C.H.E.A. Awards Chairman; Doris Badir, C.H.E.A. President.



Congress Chairman Linda Stepenhoff pins a corsage on Wanda Young, Senior Vice-President I.F.H.E. (Former C.H.E.A. President).



Congress Treasurer Gertrude Gerlach chatting with Captain Henning Ras Mussen, Denmark.



Jane Hope, C.H.E.A. Associated Editor, Left, and Noreen Bennett, Exhibits Co-Chairman, C.H.E.A. Conference, at the I.F.H.E. Business Reception.



XIIIth

ONGRESS

Here's how Standard Brands new "Let's Bake Together" program can help you "go metric."

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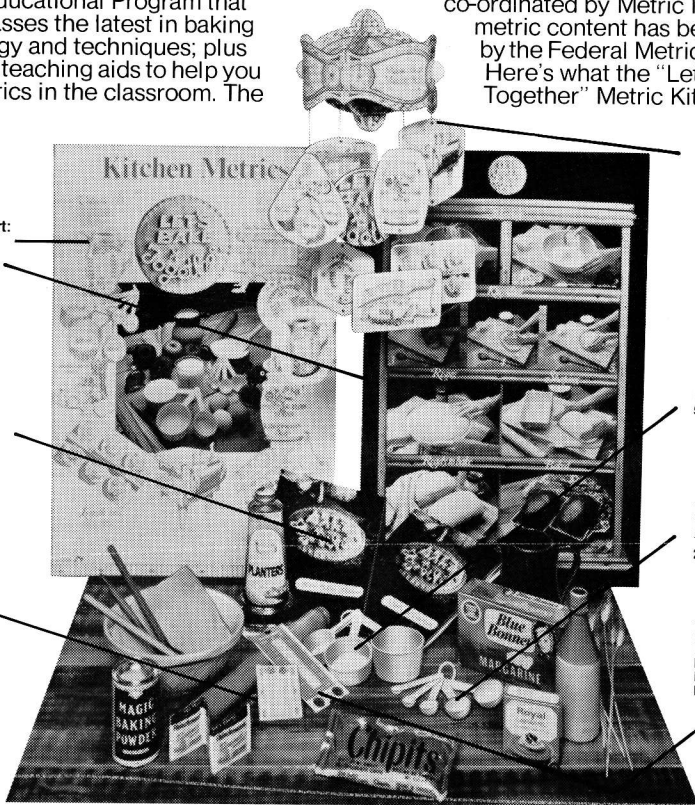
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Panic in the Pantry!

by Dr. Elizabeth M. Whelan

(Sponsored by the Grocery Products Manufacturers of Canada)
Toronto, Canada

Dr. Whelan is co-author, with Dr. Fredrick J. Stare, of the book *Panic in the Pantry: Food Facts, Fads and Fallacies*. (Atheneum Publishers, 122 East 42nd Street, New York 10017)

Introduction

Thank you for inviting me to explain why Dr. Stare and I do not think there is any reason to panic in the pantry.

We dedicated our book "to those of us who look forward to meals". In retrospect, however, I think PANIC should have been dedicated to my mother, because it was she who drove me to my initial research on the subject. She frequently calls me complaining about "those chemicals". The way she'd describe the situation conjured up the image of a white coated scientist with an evil smile pouring the contents of a bubbling test tube into her cream of chicken soup.

I really wonder if I'm making progress because before I left she informed me that for the last month she has been feeling really fine — and now knows for sure that it was that Red Dye #2 that was causing her arthritis.

After a while, she got to me.

Despite my training in epidemiology and public health, I became sincerely concerned. My stomach would churn when I'd pick up the morning paper: D.E.S. A CANCER CAUSING AGENT IN MEAT. FOOD COLORS CAUSE BIRTH DEFECTS. MSG LINKED WITH BRAIN DAMAGE. BACON IS THE MOST DANGEROUS THING IN YOUR REFRIGERATOR. Actually the last one didn't bother me so much because bacon is so expensive it is not in my refrigerator. But I did have other cured products, so I worried.

Evidently other people shared my concern. The food and cosmetic industry were responding with labels which conspicuously carried the words "no artificial anything", "no mystery ingredients", "none of today's additives". Dannon yogurts continue to boast "it's only natural". And now the butter industry has a new slogan, describing their product as "a new margarine substitute, free from chemical additives, based on an old family recipe passed down from cow to cow. And let's not forget the jingle that "milk is a natural".

Then there are the natural cosmetics, most of which sound good enough to eat. Honey shampoo, wheat germ and yeast beauty masks; vitamin hair tonic; cucumber, coconut oil, tomato or milk and honey soap — and for dessert, a choice of strawberry, peach or apple cleansers.

Two weeks ago I was in Saks Fifth Avenue — and I could hardly believe it — but they had a selection of natural clothes — after all, who would want to dress unnaturally?

What these great products which are supposed to promote health have in common is that they are unusually expensive. When I see the high prices in healthfoodland, I am reminded of a food faddist who once appeared on Groucho Marx to promote his health tonic. When Groucho asked him what it was good for, he replied “it was good for about five and a half million dollars last year”.

What is going on? Was it true that our food wasn't safe? I decided to find out. Over the next two years I studied scientific data on additives, interviewed FDA officials, political representatives, nutritionists and public health experts. By the way, for the record, I should say that I did this without any financial support from the food industry or anyone else.

What I found was that additives are carefully tested, safe and keeping us healthy — and that a 100% natural menu poses severe health risks. I know that isn't a very glamorous conclusion — I could have made headlines by pointing to poisons in our food, but it just isn't the case.

So I could stop panicking and try to convince my mother to do so. But I was aware that there was a great deal of unrest about additives today. I read some letters consumers sent to the FDA and that became pretty clear. Three examples from the hundreds they receive every day:

- Dear Sir: I am concerned about the warning label on soft drinks like Tab. When I am pregnant (hopefully next month) should I drink Tab?
- Gentlemen: I have written to Atlanta and Ralph Nader about meat tenderizers. I have been poisoned about five times and have had to go to hospitals. My doctor says it is the tenderizer that is affecting my intestines. Would you please look into this matter?
- Dear Mr. FDA: I have read recently about a purple coloring which might cause cancer. If it does, I would appreciate your letting me know about it as soon as possible.

These people were panicked. It was then I turned to Dr. Stare and we made plans to write a book which provided the facts behind the scare headlines. And that's what PANIC IN THE PANTRY is all about.

As a side point, I should tell you that some of our colleagues were a bit concerned about the title — afraid that people would think it was just another scare book. So one suggested we call it “DON'T PANIC IN YOUR PANTRY” — but we thought that sounded vaguely obscene.

So here we were, a two-person army to fight the food faddism war. Our initial attempts reminded us of a story about the time a car caught fire in a little sleepy town in the midwest. As it was burning away, people would gather around and just stare at it, no one doing anything to put it out. Finally a little man came running up with a bucket and a small bicycle

pump and began spraying. He'd fill up the pump and go: spray, spray . . . filled it up again. The fire kept going. Finally one of the onlookers said "say old man, do you really think you, single handed, are going to have any impact on that fire?" He responded: "you're damn right I will. This is kerosene".

Well, what we have is not kerosene . . . but buckets of ice cold water we are throwing at the food faddist fire. And we started at the very beginning, asking basic questions like,

First, why the panic about additives? We have two reasons. There is understandably a national fear about cancer which is on the increase, and the second leading cause of death. We don't understand everything we should about this disease . . . and in the absence of complete knowledge, all types of rumors can spread. One of them is that the rise in cancer deaths in the past 40 years is due to a parallel increase in the use of those nasty unpronounceable chemicals in our diet. But a closer look at the statistics shows — tragically — that the rise in cancer deaths in the U.S. in the past four decades can be attributed to an increase — literally an epidemic — of lung cancer, the rate of this disease being 18 times higher for men, and 6 times higher for women than it was 40 years ago. Now there is just no way you are going to link food additives with lung cancer — but we all know what is linked with this disease.

Interestingly, the rates of stomach cancer which you might think would be affected by what we eat have declined in the past decades. Ironically, both human and animal studies offer evidence that it is the use of additives — specifically those much maligned BHA and BHT — which is responsible for the decline in this form of cancer. It really strikes me as absurd that people are panicked over food additives when, according to late National Cancer Institute figures, between 30 and 35% of all cancer deaths are cigarette induced.

So there's the cancer phobia. But there is also the "eat it today, ban it tomorrow" FDA regulatory behavior which causes panic. Cyclamates are a perfect example. Here we had it on the shelves for 18 years, then — before you could say sweet and low — and it was banned. A number of additives were shortly thereafter sent to the graveyard of chemicals and the prevailing question was "what about all those other additives? Are they safe?"

Yes, they are and so are most of those which were banned or put on trial. What most eaters don't realize is that our food additive scares are not based on legitimate medical data but are derived from isolated claims made by a small group of individuals who seem to be making a career out of criticizing industry in general and the food industry in particular. These people are given attention because horror stories make good headline material and because of the existence in the United States of a controversial piece of legislation called the Delaney Clause which makes it possible to ban an artificial substance on the basis of just one experiment.

Consider the cyclamania fiasco. The sweetener was first introduced in the 1960's having been subject to many tests and was continuously used and tested for 18 years. Late in the 60's the sugar industry got nervous about the popularity of their competition and began to finance studies to undermine cyclamates. This is not conjecture or rumor — the sugar industry

openly admits this. So rumblings began. In October, 1969 a study of rats being fed huge doses of cyclamates reported that 8 of 240 of them developed what appeared to be cancerous lesions of the bladder. Because of the Delaney Clause, this one experiment was enough to require a banning — despite 18 years of safe use.

More ironies. We know that following the same protocol used with cyclamates that vitamin A would have caused breast cancer in animals. But the Delaney Clause only applies to artificial substances. Natural ones are immune no matter what they do. Beyond that, now, six years later, I don't believe there is one scientist familiar with the facts who thinks the sweetener should have been banned. Since then hundreds of studies around the world have proven it safe. Indeed it seems that cyclamates are probably the most thoroughly tested potential component of the human diet. The sweetener may be back soon — but it may take a court case or two.

Another more tragic irony is the fact that cyclamates were banned because of a concern they could be involved in human bladder cancer. There is at this point not a shred of evidence that they are — but we do know what causes over 30% of human bladder cancer — cigarettes. It seems that the body makes an attempt to excrete the tobacco carcinogens via the urinary system.

OK. Now just a brief look at the main premises set forth by Mother Nature and her Earthly Associates.

First, those selling the natural bit suggest that only artificial or processed foods have chemicals. Nonsense. Fresh from the garden honeydew melon contains, among other things, pectic, cellulose, succinic, citric and *malic* acids — the last of which I think sounds particularly evil.

Second, naturalists believe that natural chemicals are better than artificial ones. Again, not so. Ascorbic acid is the same whether it is synthesized or squeezed. The only one who can tell the difference is the merchant who is selling it — by comparing his profit margin.

This suspicion over artificial chemicals and complacency about natural ones is silly, but seems to be at the heart of the 100% natural movement. Thus a housewife gets upset about the use of the synthetic estrogen DES sometimes used to stimulate cattle growth and keep prices down — because traces of it have been found in some 5% of beef livers — just the liver — and because she hears DES causes cancer. What she doesn't know is that any estrogen — natural or otherwise — in high doses will cause cancer. She seems to forget or is unaware that her body regularly produces estrogen and that there is 1,000 times the amount of estrogen in a single egg than in a serving of affected liver. To her, one estrogen is natural and OK; the other synthetic and suspect.

Third, natural is not synonymous with safe. We have a chapter entitled BEWARE, IT'S NATURAL, our advice being that the next time you go tripping through the Garden of Eden, be sure to take a qualified toxicologist with you.

Untreated foods — no matter how natural — deteriorate with time. In PANIC we give long lists of examples — but here I'll just say that you should steer clear of unpreserved molded peanuts, rice, sweet potatoes and wheat and rye products — just for starters. These molds, unlike additives, have been shown to have a true cancer-causing potential.

Furthermore, even if fresh, some natural foods can kill. Toxic mushrooms and poisonous honey immediately come to mind, but there is a whole list. Spinach, for instance, should be excluded from the diet of children under age 3 months because of the high nitrate levels. A number of children have died from spinach poisoning. And then there's natural sassafras for tea, and apricot kernels, both of which have appeared in healthfood stores. Unfortunately the active ingredient in sassafras is safrole, a known carcinogen, and 100% natural apricot kernels contain hydrogen cyanide. Beware of those apricot pits — they may be sold under the name aprikern. We know of the case of a 3-year-old girl who was poisoned after eating 15 of them.

Fourth, naturalists claim that additives are not only health threats, but also only there to serve the purpose of greedy industrialists. Not so. Additives keep our food plentiful, convenient, attractive, inexpensive, nutritious and pleasing to the palate. Our chapter entitled "What Have Additives Done for You Lately?" tells you all about that.

With regard to safety, we encounter yet another irony. We know more about additives (which make up less than 1% of our diet) than we do about the chemistry of the food itself. Additives, especially those which have been introduced in the past 10 years, have survived rigid testing procedures not applied to the great majority of natural products. Yes, I know we have read scary headlines about red food coloring, nitrites, saccharin, etc. — and about food additives and hyperkinesis in children — but again, these claims have no legitimate basis. They are opinions of a small group of headline seekers. These conclusions are not accepted by the overwhelming majority of the medical community.

Finally, it is absolutely essential in dispelling the panic about additives that we keep in mind what the word "toxic" means. I might add at this point that I have some advance information about what is being served for lunch. I understand we are starting out with a course, which by definition contains various carbolic acids (phenols), including tangeretin, a substance when injected in high doses into pregnant rats results in the birth of offspring who, although they appear normal, are born dead or die within three days.

I've also learned that the main course contains cheese — and thus if you choose to have lunch you'll be ingesting some pressor amines which, in very high doses, will markedly increase your blood pressure.

We will also be served some salad, the makings of which offer goitrogens, substances which in high doses will promote thyroid enlargement... you will be pleased to hear that the salad dressing will have a variety of herbs containing myristicin, a hallucinogen which causes liver damage and eventual death — in very high doses.

Then you can relax over coffee (that is a solution of some 350 chemicals including caffeine, which causes mutational changes in laboratory animals) or tea, complete with its tannin which by means of injection can cause liver cancer in rats.

I do hope you enjoy your lunch.

Well, at least we are not having potatoes which have solanine and arsenic — nor will we be treated to lima beans with their hydrogen cyanide.

The obvious fact is that toxins are naturally present in many ordinary foods. Yet we enjoy these foods and are not concerned because we never eat enough of the toxin at one time to pose a hazard.

Now if you removed all the hydrogen cyanide from lima beans and ate it alone in large quantities — or fed it to a rodent — you'd have problems. The same goes for additives. If you took one chemical out and served it up in absurd amounts to animals, you'd have trouble. But that's unrealistic. And that's why our food laws — the Delaney Clause — is unrealistic. The reality is that the additives now in use are safe when used in the approved trace amounts. They don't add up and cause harm later (as my mother told me) any more than the toxic components of lima beans and potatoes add up to pose a hazard.

Again, the key here is quantity. It doesn't take a Ph.D. in chemistry to be aware that too much of anything can be harmful. The New York Times recently carried an account of a faddist who died from cirrhosis of the liver due to his habit of drinking gallons of carrot juice to wash down his vitamin A supplements. And my favorite example of the absurdity of overdosing in animals revolves around yogurt, the staple of healthfood land. Researchers at John Hopkins recently decided to find out what would happen if they fed rodents an exclusive diet of yogurt — 100% of the rats developed cataracts.

So, in conclusion, I thought I might offer some recommendations which have occurred to me in the course of my travels promoting *Panic in the Pantry* and emphasizing the theme "Don't Panic in the Pantry". Basically, I think it is time for the food industry to come on the offensive, forget this natural nonsense and speak up about the safety of our food supplies. I'm well aware of the problems inherent in the food industry defending itself. I am also painfully and personally aware that the defense of additives and modern food processing techniques does not win you many friends. I think I would be more popular if I had written a book condemning one of the world's major religions. Of course consumer interest groups who accept monies from a wide variety of sources can say what they like without being suspect. While when an industry consultant or employee speaks up he or she is immediately discredited on the grounds that his bias and his comments are self-serving. But I don't think successful educational efforts in this area are impossible.

First, it's important that those panicking about additives be given the whole story, not just the parts that make good headline material. Consumers also must be educated about the concept of risks and benefits. For instance, many housewives are uneasy right now over the use of nitrates and nitrites in bacon and other cured products. From my experience in talking with these women it seems that all they know is that there is "some cancer-causing substance" in meat. It is true that under some conditions nitrites convert to nitrosamines, and nitrosamines in large doses have caused increased risks of cancer in some animals. The rest of the story eludes them. They are unaware that nitrates occur in significant quantities in many vegetables, and that between 75 and 80% of the intake of nitrites comes from our own saliva. And that without nitrites we'd have an increased risk of botulism — and have to put salted pork in a B.L.T.

Second, industry educational specialists should hit hard on the meaning

of the word "chemical". When I did my television tour on *Panic in the Pantry*, I always carried an apple, potato, a vegetable container labeled "lima beans", and an egg. I stopped carrying the egg because one morning the hotel people forgot to hardboil it and I had an unfortunate accident in my pocketbook. I think I drew more attention with these props than with anything else. People were wide-eyed when they learned about God's Chemicals. One woman who was convinced she'd be a walking test tube if she ate any of those cholesterol egg substitutes because the label read "emulsifiers, cellulose, trisodium citrate, aluminum sulfate and iron phosphate", felt much better when I explained that a natural egg, even if it is laid by a happy hen contains, among other things, ovalbumin, conalbumin, ovomucoid, fatty, butyric and acetic acids. I honestly think that a basis of this panic over additives is the strange sounding names — and the poor understanding of the fact that everything is chemical. When people tell me that everything in the supermarket should be thoroughly labelled, I say fine — but let's label carrots too. It will put things in proper perspective.

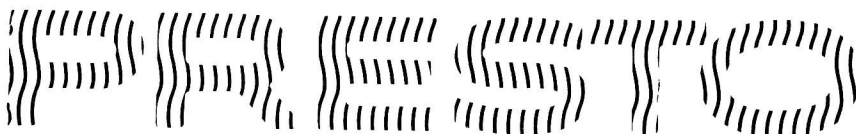
Third, I recommend that when food rumors come up, industries should respond — not just sit back and hope they go away. It is my impression that, at least in the U.S. cities I've visited, it is accepted as established fact that food additives are the culprits in hyperkineses, or hyperactivity, in children. Actually, this relationship is nothing more than an hypothesis. But the press releases on this subject have been so one-sided, mothers remain convinced.

Rumors about food spread very easily. On a show in San Francisco, an exasperated hostess said to me, "But *something* unique to the American scene must be responsible for the high colon cancer death rate in the U.S. — it must be something we eat, like additives!" Spontaneously, I said no, I didn't think it was food additives. Maybe it was the glue on the back of the U.S. postage stamps that was the cause. I obviously said this facetiously — but there was an uneasy silence in the room and I realized that some people had taken me seriously. I profusely apologized — but I am not sure there wasn't a run on postage meters that day in San Francisco.

Fourth, and finally, it's time to get specific about the role food additives play in modern society — and where we'd be without them. It's fine to talk in nostalgic terms about grandmother's homemade dinners, but let's not forget about the realities of feeding a growing population, keeping our food supply safe, and meeting the demands of the housewife who wants a variety of easy-to-prepare foods on a year-round basis.

As a group interested in food and health, we should be making a concerted effort to ensure that this preoccupation with natural menus does not continue to the point where research for food additives needed to increase our food supply — and possibly reduce stomach and other cancers even further — is curtailed. We can hardly expect companies to put a million dollars into research if the product later can be called an evil, unnatural chemical and banned at the drop of a rat. Further, we should be making consumers aware that additive-free living may indeed be masking real health threats — smoking, too much cholesterol from saturated fat, alcohol used in excess and just plain overeating. Those factors pose real health hazards. Food additives do not. Let's spread the message that there is no reason to panic in the pantry.

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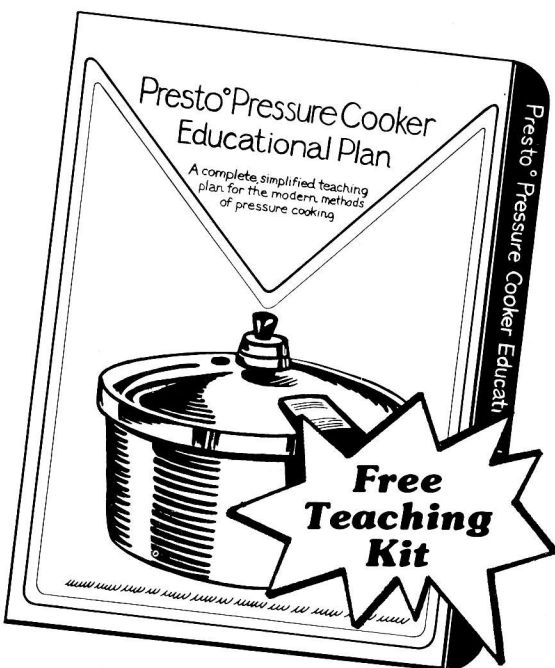
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Consumer and the Law (To Educate and/or Legislate?)

By Marvin A. Zuker,
Co-Author with June Callwood
"The Law Is Not For Women"

Presented at the 1976 C.H.E.A. Conference

Until ten years ago, the study of any laws was almost exclusively relegated to professional schools.

Then along came increased concern about crime, the growth of legal service programs, consumerism, and Watergate. In effect, there was a demystification of the law in the public mind. One result has been a heightened interest in law study at the undergraduate level.

Law courses have spread to colleges, high schools and even elementary schools. Dozens of colleges offer law courses, and even undergraduate majors in legal studies are becoming available at some institutions.

Many elementary and secondary school systems have incorporated law courses into the regular curriculum. These programs are tailored for students of all ages — from kindergarten, where children are taught basic issues like fairness, to Grade 12 where students are trained to weigh evidence, consider arguments, look up precedents and come to conclusions.

"Law is too important to be left exclusively to lawyers". Law, as an important social phenomenon, influences every member of society to a greater or lesser degree, often pervading every aspect of our lives.

In recommending that law courses be made part of undergraduate course offerings, a 1972 report of the Carnegie Commission on Higher Education stated, "Even educated citizens seem to consider law an arcane craft whose merits must remain a mystery to them". College graduates, the report said, "are fundamentally ignorant about legal processes and institutions".

"Law is the means by which society regulates itself. It is important for those who are subject to it to be able to think about it critically".

Despite notable growth at the pre-college level, law-related courses are still in their infancy, and universal legal educations may be decades away.

Probably not more than 1 per cent of all pre-college students are exposed to law-related education. But just about every major legal group has endorsed that concept, and almost every textbook publisher has entered the field.

An understanding of the legal process should be an essential part of youth education. All efforts should be made not only to acquaint each individual with the practical legal problems he or she is likely to encounter in everyday situations but also to give him or her some idea of how and why the legal system operates as it does.

Rarely a day goes by but that some government official, business spokesman or consumer representative bemoans the ignorance and gullibility of Canadian consumers and urges the need for more and better consumer education programs, especially at the school level.

Why did consumer education become such a popular issue in the '60s?

Ours is a consumer society. Two-thirds of our gross national product is devoted to the manufacture and supply of consumer goods and services. The average supermarket today carries thousands and thousands of items, many of them prepackaged and the product of increasingly complex food technology. The number, variety and complexity of durable products has grown apace and with it the remoteness and impersonal character of the large corporations who are responsible for their manufacture and distribution. The balance of consumer credit indebtedness — once a very modest phenomenon — now stands at over \$15b, the reflection not of an impoverished society but of an increasingly affluent one in which a large percentage of Canadians are willing to commit future earnings to satisfy present desires. Finally, the closely printed and generally one-sided agreement with its legal terminology has replaced the conventional handshake with the local merchant, and the consumer all too often binds himself to an onerous set of obligations without appreciating their character or extent or the fact that he may have waived important rights which the law implies in his favour.

Sometimes the question is whether there is any contract at all. A "gentleman's agreement" is said to have been defined by Vaisey J. as "an agreement which is not an agreement, made between two persons, neither of whom is a gentleman, whereby each expects the other to be strictly bound without himself being bound at all". And Hallett J. once observed that "a gentleman's agreement usually ends in each party calling the other no gentleman".

Simple facts sometimes engender nice problems. In Cork, on a summer's evening in 1900, a Mrs. Wallis sent her granddaughter, a Miss Donovan, to Russells, the fishmongers, for two crabs. "Miss Donovan asked for 'two nice fresh crabs which Mrs. Wallis wanted for her tea'." The manager of Russells "said that 'they had no live crabs in stock, but that he had boiled crabs'. He 'took up two nice crabs': he was asked 'Were they nice and fresh?' He said, 'Yes.' He selected two, and he 'put away' one which Miss Donovan said 'looked better', because he 'knew by the weight and feel of the crabs that the ones he selected were better'. Miss Donovan paid 6d. for them, and took them home."¹ The two ladies ate the crab that evening, and both became seriously ill in the night; indeed, Miss Donovan nearly died. Mrs. Wallis sued Russells for damages for breach of warranty, and relied on the Sale of Goods Act, 1893, s. 14(1), which provides that, on the sale of goods within the course of the seller's business, "if the buyer, expressly or by implication, makes known to the seller the particular purpose for which the goods are required, so as to show that the buyer relies upon the seller's skill or judgment", there is an implied condition that the goods are reasonably fit for that purpose.

¹Wallis v. Russell (1902) 2 I.R. 585 at 607, per FitzGibbon L. J.

As Holmes L. J. observed, "A young lawyer might think it was a case for applying the rule of caveat emptor; but with more experience he would know that a Latin maxim goes but a short way towards solving legal difficulties". In the end, all concurred in holding that the plaintiff's claim was well founded, though the damages, a mere £150, were modest.

The course of the trial, as revealed by the law reports, may be supplemented by an account from another source. Miss Donovan was giving evidence before Lord O'Brien C. J., known universally to the Bar by his Christian name which, by his lisp, had become "Pether". "'I am a companion to Mrs. Wallis,' she said. 'I went out to buy her some little tasty thing that she might fancy for her tea; and I suddenly thought of a crab. I knew that Russell's had cooked crabs; so I went in there, and asked the shopman for a nice cooked crab, telling him I wanted it for Mrs. Wallis' supper, so as to make known to him the purpose for which it was to be used.' Pether pricked up his ears. 'You thaidd that?' he asked. 'Yes, my Lord.' 'In thotho very wordth?' 'Yes, my Lord'. Pether reflected a moment. 'Remarkable the ththrideth education ith taking,' he commented. 'Go on'. The young lady took up her tale, 'Well, then, when I had told him that, he looked at the crabs, and he selected one and gave it to me. So I, relying on his skill and judgment, took it — ' 'Thttop, Thttop! cried Pether. 'You uthed thotho wordth also?' 'Yes, my Lord'. 'Where were you educated?' 'At the Ursuline Convent, Blackrock, my Lord.' 'And thinth when have the Urthuline Thithtters included Thection Fourteen of the Thale of Goods Act in their curriculum?' 'I don't know, my Lord; I did not get beyond domestic economy.' 'Ah-h! That'th where it ith; they teach you to buy food?' 'Yes, my Lord.' 'And they tell you, "Never buy anything without telling the shopman what it ith for, tho that you can thay that you have relied on his thkill and judgment"'?' 'Yes, my Lord.' 'What admirable nunth! ' said Pether.

Any analysis of consumer education and/or legislation would be meaningless without first illustrating the milieu in which the consumer finds himself in the marketplace. Functionally, the thread that binds all consumer problems together is the perception that they affect an individual as a purchaser of goods and/or services for his personal use or consumption. However, this statement must be analyzed in greater detail. It cannot be disputed that consumer problems generally exhibit one or more of the following characteristics:

1. A disparity of bargaining power between the supplier of goods and/or services and the consumer to whom they are being offered;
2. A growing and frequently total disparity of knowledge concerning the characteristics and technical components of the goods and/or services;
3. A disparity of resources between the two sides of the transaction, whether that disparity reflects itself in a consumer's difficulty to obtain redress unaided for a legitimate grievance or in a supplier's ability to absorb the cost of a defective product as part of his general overhead as compared to the consumer to whom its malfunctioning may represent the loss of a considerable capital investment.

The traditional governmental response has been to enact legislation to counter some of the manifestations of the above disparities in the

marketplace. However, the assumption that legislation, once adopted, disposes of the problem, is erroneous as it only serves to create an image of concern and response without actually reaching and treating the root of the problem. The problems inherent in the current consumer legislative approach are basically in three areas. The first is that there is often an unconscionable delay between the recognition of a problem and an appropriate legislative response. Secondly, too often the legislation is defectively drafted or fragmentary in character. Thirdly, much of the legislation is not being enforced or enforced adequately, and in some cases not even enforceable.

Another characteristic of the consumer milieu is the inadequacy of what one may call the consumer private law remedies. As a result of the disappointment over the performance of governmental agencies and the subsequent realization that excessive reliance on government resources is unhealthy and frustrating, there has been a new search for alternative methods to assert consumer rights and vehicles for airing their grievances. However, such efforts have been diluted by the cost of litigation as opposed to the small amount of damages usually sought as a relief in a consumer action; the rules of evidence, the onus and burden of proof; the tardiness of the judicial process; and the complexities and unfairness of the rules of procedure.

The answer to the question — what is consumer education all about — should be fairly obvious. Stated succinctly its goal should be to prepare our students to become better informed, discriminating and intelligent consumers. A more elaborate definition was given in 1968 by the Presidential Committee on Consumer Affairs. Consumer education, in their view, was concerned with

“the preparation of the individual in the skills, concepts and understanding required for everyday living to achieve, within the framework of his own values, maximum utilization and satisfaction from his resources”.

There is one basic objection which I see in the Committee's formulation of the goals of consumer education in these subjective terms. It is too passive.

“Intellectual freedom means the right to re-examine much that has long been taken for granted. A free man must be a reasoning man, and he must dare to doubt what a legislative or electoral majority may most passionately assert. The danger that citizens will think wrongly is serious, but less dangerous than atrophy from not thinking at . . . Thought control is a copyright of totalitarianism, and we have no claim to it. It is not the function of our Government to keep the citizen from falling into error; it is the function of the citizen to keep the Government from falling into error.”

Yet, “Liberty of thought soon shrivels without freedom of expression. Nor can truth be pursued in an atmosphere hostile to the endeavour or under dangers which are hazarded only by heroes”.

One cannot overemphasize the activist role a consumer educator should play.

Do we have a greatly exaggerated view of what consumer education at

the secondary school — or indeed at any level — can expect to accomplish?

Any efforts must be placed in perspective, together with the legislative, administrative, and industry sponsored measures, in evaluating the role of the consumer in modern society.

There are some reasons for extreme skepticism here. Here are a few of them:

1. No consumer education program, however comprehensive, can hope to do more than scratch the surface of an increasingly complex and expanding subject.
2. Consumer information, like many other branches of knowledge, has been hit by an information explosion and has a high rate of obsolescence. There is a real prospect therefore that what is taught today to the Grade 9, 10 or 11 student will lose much of its validity by the time he or she enters the adult world.
3. We must tell the student he lives in a blemished Garden of Eden that has fallen from grace — he may partake of its fruits but in moderation and he must beware of the bikini clad temptresses and well-groomed males who assure him that he's got "a lot to give; a lot to live" without mentioning the price tag or the fact that the advertised product may be indistinguishable in quality from every other product of the same kind.
4. Again we must emphasize the role of the government. Not because of a partiality for regulatory legislation or an exaggerated confidence in the virtues of more bureaucracy, but because far too often consumer education is put forward as an excuse for government inaction even though it is obvious that consumer education has little to offer to the resolution of a particular problem.

We should not allow consumer education to become discredited by expecting too much from it and equally that we should not allow it to become the pawn of a particular philosophy of consumer protection, or rather the lack of it.

What type of consumer education program is the most effective? The particular type makes very little difference to the end result. There are a number of possible alternatives: separate courses in consumer education, an interdisciplinary effort in which teachers with different backgrounds and skills contribute their knowledge to a combined course, and regular courses in which consumer education materials are introduced as an integrated component of the syllabus.

Should consumer education be compulsory? The answer, it seems to me, will depend on your general educational philosophy.

To whom should consumer education be taught?

Consumer education is not such an esoteric topic that only a select few are privileged to worship at its shrine.

We must adopt an activist conception of consumer education so that the student will be more than a passive, acquiescent spectator of the world around him. For if it is true that people get the governments they deserve, it is not less true, in the long run, that they receive the type of goods and services they deserve.

It was over one hundred years ago that Abraham Lincoln said, and it has to be admitted with a certain amount of hyperbole, the following:

"Let every man remember that to violate the law is to trample on the blood of his father and to tear the charter of his own and his children's liberty; let reverence for the laws be breathed by every American mother to a lisping baby that prattles on her lap. Let it be taught in schools, in seminaries, and colleges. While ever a state of feeling such as this universally or even generally prevailed throughout the nation, vain will be every effort and fruitless every attempt to subvert our national freedom".

After reading that I wonder if the aftermath of Watergate and the fall of a president did not bear out, and did not bear witness to the validity of what Lincoln said in the 1860s.

The constituency to be served by Consumer Laws differs in two major respects from the constituency served by other government legislation. Firstly, it is much wider, embracing virtually the entire population. Everybody is a consumer. Secondly, consumer matters are not a high priority in the affairs of any particular class or group of persons. Consequently, while consumer problems affect everyone, few people are *en courant* with the state of consumer rights and remedies, and the abuses to which these rights and remedies apply. It is abundantly evident from the complaints received by Consumer Protection Bureau and by newspaper consumer complaint columns that, despite existing legislation, many people are persuaded by unscrupulous sellers to sign contracts for future services which commit them to spending their entire life savings over the several months or years of the contract. Many people are intimidated into inaction by such things as disclaimer clauses which may be void under current legislation. Many are duped by misleading advertising. In general, the state of consumer education, especially among the poor and immigrant groups, is abysmally low.

We must continue to deal with the problem of consumer ignorance by carrying out more programs of consumer education. If the consumer is made aware of the pitfalls to avoid in signing contracts, if he is advised to look at advertising and sales promotions with a critical eye, and if he is informed of the major private remedies available, he will much less likely find himself in difficulties arising from consumer transactions.

Education can be promoted in several ways. The media must be used to much greater effect than they presently are. Particular emphasis should be placed on public-service-type advertisements that are aimed at procuring the viewer's or listener's attention and communicating relatively simple, straight-forward messages. In addition, Consumer Protection Bureau should actively promote the existing format of consumer reports and interviews, by making easily available the information in the form of statistics and press releases, and by providing spokesmen. More effective use of press releases should be made in news programs. Press release campaigns can be carried out to promote awareness of newly-emerging issues, such as with high meat prices, so as to bring it most sharply to the public's attention.

However, as I have reiterated, education alone is not the answer. Besides being made aware of both federal and provincial legislation and the institutions that exist to protect their interests, consumers must be

confident of the ability of these institutions to effectively deal with their problems.

Just compare the number of complaints sent to daily newspapers such as the Toronto Star with the number to government departments to see the glaring inadequacy. Also, Bureaux must become more active and aggressive. They must be able to actively seek out abusers before great numbers of people are harmed by them. They must be able to stop and punish misleading advertising without the necessity of proving that harm has actually resulted from it, and finally to be able to make regulations that will curb abuses before they get out of hand.

Private law remedies available to the consumer in Canada must change. In practice today the consumer is often deterred by the cost of bringing court actions as well as his lack of familiarity with the judicial process.

Should actions be allowed on a contingency fee basis? Should legal aid be extended to cover consumer actions? Should Small Claims Courts be extended in monetary jurisdiction? What about evening and week-end courts? Finally, we must provide consumer class actions in every province to avail great numbers of people aggrieved over a similar cause of action. While there is an unmistakable trend toward greater government action against consumer abuse, I really believe that the average consumer simply does not feel enough is being done.

I am certain after you have digested what I have said this afternoon, a little ditty I learned many years ago might be applicable:

"I thought when I learned my letters that all my troubles were done;
But I find I am sadly mistaken, they have only just begun".



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Alimentation et Ecologie Humaine

par R. P. A. Sims

Coordonnateur de Recherche
(Grandes Cultures et Plantes Oléagineuses)
Agriculture Canada, Ottawa

RESUME

Les caractéristiques d'un écosystème généralisé sont décrites en termes de l'influence des successions sur l'organisation et la stabilité de ce système. Le rôle de l'alimentation dans un tel système est développé. L'écologie humaine est examinée pour démontrer que l'être humain réagit aux tensions rencontrées dans son système et qu'il change en changeant son environnement. Le rôle social de l'alimentation en écologie humaine est offert comme une contribution importante à la survie dans les centres fortement urbanisés.

ABSTRACT

The characteristics of a generalized ecosystem are described in terms of the impact of successions on the organization and stability of the system. The role of food in such a system is developed. Human ecology is examined to show that mankind reacts to the stresses of his system and in so doing is changed while changing the environment. The social role of food in human ecology is proposed as an important aid to survival in highly urbanized centers.

Introduction

Nous mangeons quand nous avons faim, quand nous recevons des amis, et quand la famille se retrouve autour de la table. La nourriture est plus qu'une source d'énergie et une combinaison de glucides, lipides, protides, minéraux et vitamines, elle implique aussi un caractère social. Nous mangeons pour vivre mais jusqu'à un certain point nous vivons aussi pour manger.

L'écologie, (le terme vient du grec "ikos" qui signifie "maison"), est cette branche de la biologie qui étudie les relations mutuelles entre les organismes vivants et leur environnement. Elle comprend l'étude des systèmes à l'échelle des cellules et des organismes isolés, et va même jusqu'au stade où les éléments réagissant l'un sur l'autre sont des individus. L'écologie est donc l'étude des écosystèmes dans lesquels les individus réagissent l'un sur l'autre en même temps qu'à l'environnement. Un exemple classique d'un écosystème serait les rapports de la proie avec le prédateur. D'une manière générale la proie produit un nombre excessif de descendants, le prédateur détruit une partie de cette progéniture. Par suite de cette disparition progressive, la nourriture du prédateur se raréfie et lui-même diminue en nombre, ce qui permet à la proie de se reproduire à nouveau.

Quelques caractéristiques d'un écosystème

Les relations au sein d'un écosystème sont complexes. Même à l'âge de l'ordinateur, la plupart des écosystèmes existants sont trop compliqués pour qu'on puisse en faire une analyse mathématique précise.

Les écosystèmes sont structurés. Leurs composants sont tels, qu'ils vivent aux dépens l'un de l'autre; par exemple les animaux mangent les plantes. Ce système peut être subdivisé en éléments de plus en plus petits mais le concept de la hiérarchie des "profiteurs" persiste. En général, le riche devient plus riche aux dépens du pauvre, jusqu'à ce qu'une force quelconque intervienne.

Les écosystèmes sont aussi caractérisés par la succession qui est un changement méthodique et dirigé, comportant une action et une réaction incessante des différents organismes. Le concept de succession est tellement important pour la bonne compréhension de l'écologie qu'il est bon de s'attarder quelque peu aux modifications qui s'opèrent au cours de la succession. Pendant celle-ci, la diversité augmente, c'est-à-dire que la population contient plus d'espèces. Le degré d'organisation et la complexité du système tendent aussi à s'accroître.

Au dernier stade du système on dit que le système est complété, les successions répétées se sont produites au cours d'une période suffisamment longue pour qu'une sorte de stabilité acquise se manifeste. Toutefois, l'exploitation irrationnelle d'un système bien développé conduit à une rétrogradation du système vers un stage moins évolué. Par exemple, les forêts deviennent des pâturages lorsqu'elles sont ravagées par le feu ou par l'homme.

L'alimentation dans un système écologique en évolution

Après avoir examiné les caractéristiques d'un écosystème en évolution, voyons maintenant quel est le rôle joué par la nourriture dans ce processus. Il est admis que la seule forme de vie à l'origine est la vie végétale primaire qui, pour croître, emploie la lumière et la photosynthèse. La population de ces phytoplanctons varie avec la densité de ses prédateurs, à savoir, les animaux aquatiques qui constituent l'éléments suivant. La répartition des aliments se modifie avec l'accroissement du rythme de succession. Certains éléments deviennent mobiles, d'autres toxiques. Le prédateur, c'est-à-dire le monde animal, doit cesser d'être passif et se mettre à choisir et à chercher sa nourriture.

Finalement, ce qui a commencé comme un écosystème composé d'animaux primitifs ingérant passivement des plantes primitives devient un océan, ayant au sommet de la hiérarchie, la baleine et le calmar géant. La chaîne alimentaire s'allonge avec l'évolution de l'écosystème. Les animaux du sommet de l'échelle ont des habitudes plus spécialisées et un plus grand pouvoir de transformation des aliments. De plus, avec l'accroissement des successions, le besoin de vitamines et d'autres éléments nutritifs se manifeste, ainsi que l'apparition correspondante de carences métaboliques.

L'être humain est au point culminant de la chaîne alimentaire. Cela signifie que, par rapport aux autres organismes faisant partie du système, il

mange des aliments plus variés et par le fait même, est moins affecté par les prédateurs. L'homme a des besoins métaboliques spéciaux, et, dans certains cas, peut être sujet à des désordres métaboliques.

De plus, l'homme, qui était un simple éléments du système écologique, en est devenu la force dominante. Notre technologie complexe et nos peuplements fortement urbanisés nécessitent un écosystème englobant toute matière vivante, de façon bien structurée.

Considérations d'ordre social

D'une façon générale, les êtres humains répugnent à la solitude, ils cherchent à la fuir. L'homme primitif, lui, n'éprouve absolument pas ce besoin, car il se sent près de la nature c'est-à-dire près de la terre, des plantes et des animaux. Au contraire, l'homme civilisé a rompu avec la nature et a été ainsi amené à trouver de nouveaux moyens pour échapper à la solitude.

Dans la société primitive, le groupe peu nombreux se compose de membres de même souche, qui partagent le même sol. Avec le développement de la civilisation, le group s'agrandit et cette concentration d'êtres humains engendre la création d'une collectivité: la "polis", ou cité. Grâce à la centralisation des services spécialisés, la cité acquiert une rue principale, un centre-ville et, par la suite, des centres commerciaux dans la banlieue. Des quartiers d'affaires distincts se constituent et la population se groupe suivant la race, la culture et le revenu. Cette répartition n'a pour autant rien d'immuable, car les entreprises commerciales s'implantent dans les quartiers résidentiels et les groupes socio-économiques inférieurs envahissent les "beaux quartiers". En termes écologiques, il s'agit d'une succession.

L'action de l'homme sur son environnement

L'être humain réagit à son environnement et, ce faisant, il le modifie. Les commentaires suivants ne concerneront que les pays développés. Dans ces derniers, les principaux progrès techniques se sont produits à un rythme trop rapide pour la faculté d'absorption et d'assimilation des populations.

Une caractéristique particulièrement notable est la réduction de notre taux de mortalité alors que la taux de natalité est resté pratiquement inchangé.

De plus l'homo sapiens a permis une expansion des villes, qui a détourné de leurs fonctions d'excellents terrains agricoles.

Une autre conséquence de l'urbanisation est la perte de lieux de détente. Avec la disparition des espaces absorbant le bruit, un problème sérieux se pose: celui de la congestion, du peu d'endroits qui restent pour se détendre, et la pollution des campagnes.

Ajoutons à cela, l'accroissement de l'industrialisation qui provoque une augmentation de bruit provenant des usines, des camions, des chemins de fer et des avions. On parle maintenant couramment de "l'effet toxique" du bruit. L'industrialisation entraîne aussi avec elle la pollution des eaux, par

les usines chimiques, par les usines de transformation des aliments et les centrales nucléaires. Mais, les effets d'une industrialisation désordonnée sont trop connus pour qu'on s'y arrête davantage.

L'action du milieu urbain sur l'homme

A vivre dans un milieu urbain, l'homme a acquis un mode de vie complexe. La tension nerveuse est devenue un fait commun. On la ressent lors des déplacements, à cause de l'encombrement des routes, et elle est souvent plus sérieuse que celle causée par le travail.

En diminuant les luttes quotidiennes et le pouvoir de décision, on a créé la monotonie qui, à son tour engendre la tension. Celle-ci fait apparaître des maladies, telles que la thrombose coronaire, les ulcères, la colite, une tension artérielle irrégulière. Il arrive même qu'une personne souffre de migraine, se sente malade sans trop savoir ce qu'elle a.

Que nous reste-t-il à faire dans les pays développés

Pour en sortir, que pouvons-nous faire au cours des vingt prochaines années?

Nous devons assumer une responsabilité personnelle en ce qui a trait à la qualité de l'environnement. C'est au foyer que les enfants devront prendre conscience de cette responsabilité. Il faut apprendre à vivre dans un milieu où règne le stress, et le fait d'en être conscients pourra permettre de réduire ses funestes conséquences.

De quel secours peut être la nourriture dans l'adaptation à la vie urbaine? Tel que mentionné précédemment la nourriture est plus qu'une combinaison de glucides, lipides, protides, vitamines et sels minéraux. Elle a une signification sociale réelle parce que sa préparation et sa distribution sont des actes familiaux quotidiens qui ont encore leur importance. Les repas demeurent la principale forme d'activité à caractère familial.

De plus, l'alimentation revêt une signification spéciale pour certains groupes de notre société. Pour les personnes âgées, le repas rompt la monotonie de la journée. Pour les jeunes, le fait de consommer des aliments préparés spécialement pour eux leur donnent le sentiment d'être aimés et désirés. Pour les malades, les personnes affligées ou solitaires, l'offre de quelque nourriture demeure moralement réconfortante.

Que mangeront les citoyens durant les vingt prochaines années?

Au cours de cette période, les terrains agricoles continueront de diminuer à cause de la prolifération des villes. Ce facteur s'aggravera du fait que le nombre de citoyens augmentera par rapport à l'ensemble de la population. L'accroissement global de la population mondiale rendra le problème plus aigu.

De plus, s'ajoutera le facteur de l'augmentation du coût de la vie, causé pour une part par les restrictions provenant des mesures de lutte contre la pollution. Ces mesures pourraient entraîner une diminution des rendements agricoles par suite des restrictions apportées à l'emploi des engrais et des substances antiparasitaires.

Un autre facteur d'augmentation des prix sera constitué par le coût du traitement des eaux industrielles usées.

Dans la société urbaine moderne, les aliments ont besoin d'additifs pour leur assurer un degré optimum de conservation à partir de la transformation jusqu'à la consommation. L'essai de nouveaux additifs devient de plus en plus coûteux, à tel point que leur coût pourrait bien devenir trop exorbitant. Le consommateur sera en fin de compte, celui qui devra en défrayer les frais, soit directement, soit indirectement.

Au cours de nos vingt prochaines années de vie en collectivité urbaine, que serons-nous en mesure d'acheter?

Le consommateur fera de plus en plus de distinctions entre les différentes sources de matières grasses, de glucides et de protides. De plus, ces aliments auront un étiquetage détaillé indiquant le nombre de calories, les éléments nutritifs, les allergènes éventuels, ainsi que le nombre de portions.

Grâce au progrès de la technologie alimentaire, plus d'aliments transformés, d'excellente qualité, seront disponibles, éliminant une grande partie des produits de déchets. Cette disposition amènera moins d'immon-dices dans les villes.

Il faudra compter sur une production plus élevée d'aliments prêts à manger en raison du nombre accru de parents travaillant tous deux à l'extérieur, et de familles comportant un seul adulte. Par conséquent, ces repas devront être cuisinés en un temps minimum. En centralisant la préparation des aliments, on réussira peut-être à économiser l'énergie et à en réduire le taux de consommation.

On peut certainement prédire que des ingrédients différents de ceux connus présentement serviront à préparer des mets nouveaux. Les magasins d'alimentation offriront des plats pré-cuisinés de très bonne qualité, à l'intention des gourmets ou de ceux qui ne veulent pas faire la cuisine.

On renseignera davantage le consommateur sur l'usage des épices et des condiments afin de rehausser la saveur des aliments préparés à l'avance.

Les gens continueront de voyager de plus en plus, aussi faudra-t-il prévoir le besoin de nourriture. Sans les réalisations de l'industrie alimentaire nous serions bel et bien condamnés à rester à la maison. Grâce aux efforts de cette industrie, cette situation continuera de s'améliorer et nous pourrions devenir encore plus mobiles, tout en se procurant des aliments appétissants où que nous soyons.

De toute évidence, les observations ci-dessus ne s'appliquent qu'aux sociétés d'abondance, qui ont évolué au point où les excédents de la production agricole sont considérés comme de précieuses réserves de vivres, et non plus comme des causes de l'effondrement des marchés. En même temps, les sociétés cherchent à supprimer la pauvreté et la mauvaise répartition des vivres ou, tout au moins, à y remédier. Sinon, il serait inutile de parler d'améliorer l'alimentation, si l'on ne visait pas aux conséquences suivantes qui constituent un droit indéniable: une vie meilleure, des produits plus nutritifs, une santé florissante sans les problèmes de l'obésité tant chez les jeunes que chez les plus âgés. On y contribuera surtout par une

diminution du nombre d'aliments à faible valeur nutritive et, parallèlement, en réduisant les possibilités d'acheter des aliments à calories vides.

Notre façon de nous alimenter sera influencée par le type d'aliments disponibles sur le marché; aussi, il est probable que nous consommerons plus d'aliments d'origine végétale que ceux d'origine animale car ils seront plus accessibles.

La mégalopolis en tant qu'écosystème

Précédemment, on a mentionné la formation d'une "polis" des unités sociales. Cette agglomération d'êtres humains peut se développer en une mégalopolis d'une complexité croissante et exigeant de plus en plus de formalité et de spécialisation de ses habitants. Le prochain stade de développement écologique peut être la formation des mégalopolis, villes géantes qui occupent des centaines de milles carrés et qui renferment plusieurs millions d'habitants.

Dans ce système complété résultant de nombreuses successions, la diversité aura notablement augmenté entre les humains car il serait impossible de survivre dans cette jungle asphaltée à moins d'avoir une spécialisation bien définie des tâches. La population humaine se stabilisera, peut-être par l'intervention de l'état. Ce même système comportera probablement une certaine fragilité et demandera un effort immense pour prévenir un retour involontaire vers un système moins complexe. Le bon état de toute la biosphère sera d'une importance vitale pour le fonctionnement de chaque mégalopolis. C'est ainsi que des services alimentaires complets seront essentiels à notre survivance dans une ville géante.

"L'agriculture totale" s'imposera nécessairement. Par ce terme on entend l'intégration complète des activités en partant de la semence, qu'elle soit animale ou végétale, et en passant par tous les autres stades, c'est-à-dire la fertilisation, la croissance, la protection, la récolte, la mise en marché, la transformation, la recherche de marchés, le développement de nouveaux produits, la commercialisation, la vente au détail et la consommation. Un tel processus, complètement intégré, sera nécessaire pour amener aux villes géantes les denrées provenant des divers pays du monde.

Il semble logique de penser que tous les achats de denrées se feront par ordinateurs. Il sera possible de faire sa commande chez soi grâce à un système complexe de communications. Les aliments seront probablement livrés à l'unité d'habitation sous forme de produits parfaits, sous forme d'un repas prêt à être consommé ou encore sous une forme éliminant tout déchet. Dans cette mégalopolis peut-être ne quitterez-vous jamais votre propre appartement, votre étage, ou le bâtiment lui-même.

Un des autres aspects est que dans le "village global" les communications instantanées seront une réalité et l'écosystème exigé par cette vie urbaine intéressera l'ensemble de la biosphère. Tout événement affectant une zone affectera toutes les autres et touchera l'ensemble de la population.

Conclusion

Il convient de terminer, en citant la définition de la santé telle que donnée par l'Organisation mondiale de la santé. "La santé n'est pas seulement

l'absence d'infirmité mais un état de bien-être, mental, physique et social". De toute évidence, cette définition ne peut être imposée par la législation. C'est à chaque individu d'en prendre la responsabilité. La santé peut être assimilée à la qualité de la vie et la bonne santé correspond à une vie d'excellente qualité.

Ce qu'il faut pour atteindre cette qualité de la vie, c'est une structure sociale axée sur la solidarité, où l'hédonisme égocentrique n'est pas la philosophie dominante. En s'inspirant des propos d'Erich Fromm, auteur de *The Sane Society* et de *L'Art d'aimer*, et des nombreux essais de Jean Vanier, on pourrait définir l'amour comme le don de soi, l'attitude qui combine, à l'égard de l'autre et de son individualité; sollicitude, sens des responsabilités, respect et connaissance. Pour améliorer davantage la qualité de la vie ici-bas, il faut d'abord s'améliorer soi-même.

En tant qu'individu, que sera notre apport? Pour solutionner le problème il faut de l'énergie, de l'intelligence et de l'imagination. De plus, il faudra que nous soyons conscients d'aider les autres à comprendre qu'un acte apparemment insignifiant donne naissance, à condition d'être accompli par la multitude, à une force, positive ou négative, d'une ampleur considérable.

Quant à la famille que peut-elle accomplir? Il existe au Canada l'Institut Vanier pour la famille. Or, combien d'entre nous se sont réellement penchés sur les problèmes de la famille. Faut-il conclure à la nécessité de la laisser se dégrader ou, au contraire, en sauvegarder les meilleurs traits? Tenons-nous compte sérieusement de l'importance de l'alimentation pour l'individu et la famille afin de surmonter les tensions imposées par notre société, c'est-à-dire, notre écosystème? On ne peut être indifférent au problème. L'heure est non seulement à la réflexion mais aussi à l'action.

MADAME BENOIT'S MICROWAVE COOK BOOK



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THANK YOU!

Melitta (Canada) wants to thank you for dropping by to share a cup of coffee with us at the C.H.E.A. Convention.

We hope you enjoyed our coffee and the demonstration of our Manual and Automatic coffeemakers.

We would also like to remind you that our special slide presentation on the History of Coffee and Coffeemaking is available to you on request from Melitta. If you would like to show this presentation simply fill out the coupon below and mail it to us.

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Attn: Joyce Wainman

CHEA METRIC COMMITTEE

by Wendy Sanford
Corning Glass

METRIC RECIPES

Everyone is interested in what will happen to cooking as we change to SI metric. Home economists should be familiar with the new metric cooking measures and recipes. Whether you are teaching, in business, at home or whatever facet of our profession, now is the time to introduce metric recipes. There is both interest and a need. If you haven't yet discovered how easy it is to adapt recipes you will be surprised.

Before discussing metric recipes a word about our existing recipes, measuring cups and spoons. These will remain in use as long as people wish to use them. Consumers need to realize they will not have to discard recipes nor convert them. We will have two recipe systems until metric recipes are well established and the customary ones become collectors treasures. Fortunately the same measuring technique is used, just different terminology, relating ingredient quantities with the corresponding cooking measures.

First, you need the correct metric cooking measures. These are now available in local retail stores, by mail order from the Metric Shop (24 Ronson Drive, Rexdale, Ont.) and various educational suppliers. The three types, similar in appearance to what we have been using are:

Liquid measures: three sizes; 250 ml, 500 ml, 1000 ml or 1ℓ

Dry measures: set of three; 50, 125 and 250 ml

Small measures: set of five; 1, 2, 5, 15 and 25 ml

Keep in mind that these are called "measures". General words like "cup" and "spoon" disappear from this application.

Recipe writers eventually will use basic recipe proportions in metric, and become as familiar with these as they are with the current system. Meanwhile we can adapt (not convert) favourite recipes. Now you are ready!

PROCEDURE:

1. The 250 ml measure replaces 1 cup, so begin by dividing 250 into divisions of $\frac{1}{2}$, $\frac{1}{4}$, $\frac{3}{4}$, $\frac{1}{3}$ and $\frac{2}{3}$. This give the following:

1 of 250	— 250
$\frac{3}{4}$ of 250	— 187
$\frac{2}{3}$ of 250	— 167
$\frac{1}{2}$ of 250	— 125
$\frac{1}{3}$ of 250	— 83
$\frac{1}{4}$ of 250	— 62

other replacements:

1 tablespoon — 15 ml
1 teaspoon — 5 ml
1/2 teaspoon — 2.5 ml
1/4 teaspoon — 1.25 ml

2. On the customary recipe you wish to adapt, replace the given quantities with the corresponding number from the list in step 1.

ORANGE-HONEY COOKIES

625	1/2 cups flour
2.5	1/2 teaspoon baking powder
1.25	1/4 teaspoon baking soda
1.25	1/4 teaspoon salt
187	3/4 cup butter
83	1/3 cup granulated sugar
125	1/2 cup liquid honey
	1 egg
15	1 tablespoon grated orange rind

Bake in 350°F oven 10 to 12 mins.

3. Mark all 2 and 3 digit numbers which are NOT multiples of 25 (i.e. 187 and 83). These ingredients will have to be rounded, likewise any decimal such as 2.5. Whether they are rounded up or down, or any other adjustment in quantities is required, will be determined by testing. Remember that the original customary recipe had to be rounded to an appropriate division of the measuring cup. Without knowing the original test quantities before rounding, acceptable tolerances between ingredients could be exceeded if left to mathematical rounding. It is therefore very important that adapted recipes be tested, adjusted and retested to ensure proper and desired results.
4. Set up the metric recipe aligning the columns so ingredients are easy to read, in either the standard or action form.

ORANGE-HONEY COOKIES

(Standard form)

625 ml flour
2 ml baking powder
1 ml baking soda
1 ml salt
175 ml butter
75 ml granulated sugar
125 ml liquid honey
1 egg
15 ml grated orange rind

Sift together flour, baking powder, soda and salt.

Cream together butter, sugar and honey.

Blend in egg and orange rind to creamed mixture.

Stir in dry ingredients.

Cover and chill for 1-1/2 hours.

Preheat oven to 180°C.

Turn onto lightly floured surface and roll 5 mm thick. Cut into shapes with floured cookie cutters.

Bake on greased baking sheet in preheated 180°C oven for 8-10 mins.

When cool, frost or fill with an orange butter cream.

Makes 3 dozen single cookies.

ORANGE-HONEY COOKIES

(Action form)

Sift together

625 ml flour

2 ml baking powder

1 ml baking soda

1 ml salt

Cream together

175 ml butter

75 ml granulated sugar

125 ml liquid honey

Blend in

1 egg

15 ml grated orange rind

Stir in dry ingredients. Cover and chill for 1-1/2 hours.

(see standard form for rest of method)

CHARACTERISTICS OF A METRIC RECIPE:

- Ingredients are given as whole numbers, with quantities above 25 as multiples of 25; i.e. 175 or 150 not 167.
- Ingredients should be listed so that metric symbols are aligned preceded by the quantities in their respective numerical column as shown.

250 ml flour

5 ml salt

50 ml sugar

- Recipes are given in metric units only, not a mixture of old and new measurements.

OVEN TEMPERATURES:

Replacement temperatures for ovens will be in 10°C increments from 60 – 290°C. Here again °F temperatures are not converted but replaced with °C.

rounded. A general bench mark is to divide °F in half for °C i.e. 150°C replaces 300°F. Cooking times can be effected.

The seven most common replacement temperatures are:

150°C	—	300°F
160°C	—	325°F
180°C	—	350°F
190°C	—	375°F
200°C	—	400°F
220°C	—	425°F
230°C	—	450°F

COOKWARE AND BAKEWARE:

Initially the existing pans will be marked in metric units. Gradually new metric pans will be introduced, similar in size but designed to rationalize metric sizes. A Metric Guide for Cookware and Bakeware will soon be available.

Adapted recipes may give an increase of about 5% in volume.

FOOD PACKAGE SIZES:

Changes in package sizes will be the decision of the various industries and it may be some time before metric sizes are available. For recipes however it is preferable to give actual volumes, or mass, rather than a can or package size. Package volumes, recipe quantities and household measures will all be given in the same unit of measurement (ml) so it will be easier to relate one to another. No longer will we have a separate kitchen measurement system such as we have had.

For further reference the "Style Guide for Metric Recipes" is available from the CHEA office in Ottawa. This is constantly updated as new information becomes available.

Now put your recipe adapting skill into practice. Lorraine Lussier-Swirsky, Co-ordinator of the CHEA metric cookbook project has this message for you.

PUT YOUR REGION ON THE MAP!

PLAN AHEAD FOR CHRISTMAS!

EXPAND YOUR METRIC RECIPE COLLECTION!

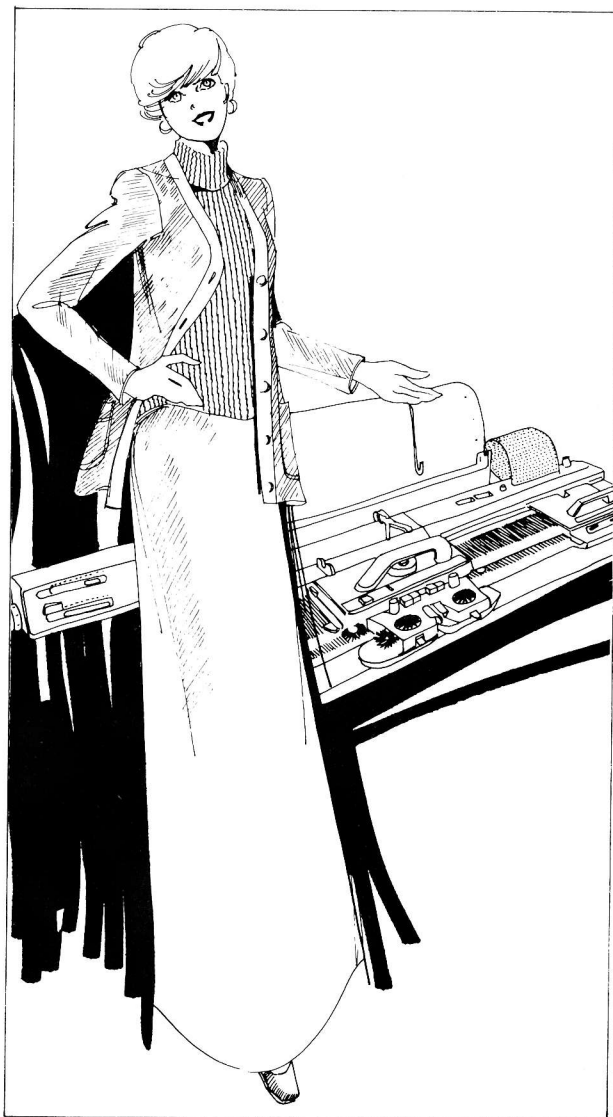
How does all this relate? "Ethnic Metric Recipes" of course. We still need recipes to complete our book, together with interesting background stories. Share in our Canadian heritage as you support your profession and CHEA's best money making project.

YOU STILL HAVE A MONTH TO DO IT!

Please send recipes directly to your provincial Metric cookbook rep. or to Lorraine Lussier-Swirsky, c/o Rubbermaid (Canada) Limited, Mississauga, Ontario. L4Y 1S5.

P.S. Nous accepterons avec grand plaisir toute recette soumise en Français. De fait, nous avons besoin des recettes de vos régions à caractère français. Pensez métrique . . . c'est si facile . . .

Yes, I do feel pleased with myself! I just made this outfit on my Brother knitting machine and saved about \$70!



This outfit would have cost at least \$100 in a store. I made it just for the price of the yarn — about \$30! You can do the same. When you use a Brother you don't have to sew, but it helps.

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Panic in the Pantry

E. M. Whelan and F. J. Stare.

McClelland and Stewart Ltd., Toronto, 1976;

Pp. 231; Price Cloth; \$10.50; paper not available.

Panic in the Pantry focus primarily on attempting to remove the public hysteria associated with additives in the food supply.

This is done through several approaches. Food scares in past history are outlined to illustrate that man has always been concerned about the food he eats and over the years has changed that concern from one food to another. The health food industry is discussed in terms of the myths and meaningless terminology (eg. "artificial", "natural") on which it is built, and the dangers that could arise if all traditional food industry were to discontinue use of additives. The important distinction between the words toxicity and hazard is illustrated by showing that all foods are composed of chemicals and that toxicities can occur from many common natural foods and from the overzealous following of recommendations from "healthfoodland". The many benefits of additives are outlined. The Delaney clause regarding additive safety and cancer is discussed at length including examples of how it has been interpreted and enforced in unwarranted cases. The plea is made for regulatory procedures with the flexibility to adapt to the changing nature of scientific knowledge and for a return to faith in the scientific process which will be necessary if the world is to feed its people.

The book is intended for the laymen although the teaching done by Home Economics teachers, nutritionists, and other nutrition educators could benefit from the examples, case studies and perspectives outlined. The writing style is very readable and the cartoon illustrations, and the humorous titles and explanations throughout the book make for fun reading. Seventeen pages of selected references are provided for those wishing to do further study.

Canadian readers will want to check Food and Drug regulations in Canada since the legislation described in *Panic in the Pantry* may have limited applicability. Such comparisons will also assist the reader in understanding why foods or additives considered safe in Canada may not be in the United States and vice versa.

The suitability of the book for the intended reader is good. It might have been improved had greater acknowledgement been made that there are still unanswered questions. If the typical "healthfoodland" patron has an unwarranted concern over the safety of the food supply, *Panic in the Pantry* could be interpreted by the casual reader to mean that no concern is warranted. It is hoped that complacency does not replace a more middle of the road perspective which would still make it possible for eating to be fun again, yet allow the eater to keep an open mind for changing scientific knowledge. Despite this comment, the book is very valuable for its discussion of the "other side" of the additives debate. It needs to be voiced more frequently and publicly if rational consumer and political decisions about our food supply are to be made.

*Reviewed By: Catherine Rand, R.P.Dt., M.N.S. Senior Consultant,
Nutrition, Health Promotion Branch, Ontario Ministry of Health*

See Dr. Whelan's article in this issue.

The Complete Basic Book of Home Decorating,

edited by William E. Hague.

Doubleday and Company Inc., Garden City, New York, 1976

(523 pages including index). Price cloth \$14.95.

This is a large (500 pages) comprehensive book offering good basic decorating ideas and information. The book is divided into four sections:

- Part I The Basics; includes Room Planning, The Background, Color, Pattern, Lighting, Styles of Decor.
- Part II The Main Ingredients of Decoration; Furniture, Antiques, Floor Coverings, Fabrics, Accessories, Window Treatment.
- Part III Ideas for Every Area of the Home; The Foyer, Living Room, Dining Room, Kitchen, Family Room, Study, Master Bedroom, Bath, Child's Room and Guest Room.
- Part IV Special Decoration; covers such subjects as The Apartment, The Vacation Home, The Patio and Terrace, Storage, Mobile Furniture for People on the Move, House Plants and Miscellaneous Aids.

The book contains numerous (138) colored illustrations (many are full page but more are only half size) as well as 118 black and white photographic reproductions. Line drawings delineate representative traditional furniture pieces starting with Chippendale and ending with Danish Modern. The information on furniture construction is not accompanied by any diagrams or illustrations which would have been helpful in clarifying some of the descriptive material. The chapter on the apartment contains several diagrammatic floor plans to suggest furniture arrangements that would help give the impression to one who lives in a small space that there are many different areas — hopefully to make a one room apartment seem as though it had several rooms!

This book is designed to appeal to the homemaker who is looking for help in organizing her own home furnishing ideas or is looking for suggestions to improve what she already owns or contemplates buying. The wealth of information provided should accomplish these purposes well.

It would also serve as a reference book for the beginning student of home decorating. The information is basic rather than current (do not expect to find the "pros and cons" of the newest no-wax floor covering for instance) and is wholly influenced by the United States market. The information is sensible and straightforward and easy to read and understand and quite detailed with many practical suggestions.

Reviewed by: Jeanne Armour, Home Furnishing Supervisor, Home Economics Branch, Ontario Ministry of Agriculture and Food, Toronto.

The Politics of Food

Don Mitchell

James Lorimer & Company, Toronto, 1975;
Pp 235; Price: paperback \$4.95.

The Politics of Food is a paperback intended for the layman and therefore suitable for most Home Economists/Nutritionists who have had but a smattering of undergraduate economics. The reader will need perseverance, however, to wade through the tables, figures and economic terminology used to discuss the complex of factors which affect the production, processing and marketing of food in Canada.

Mitchell's theme is the elusive power of agribusiness which he attributes to vertical integration of the industry from farm supplies to retail outlets, and the ability of oligopolies to control any one market. In the face of these legitimate corporate structures three groups seem highly unorganized: the independent producers (Mitchell refers to the farmers as a "class divided"), the consumers, and the policy makers (investigations of the food industry are traced through the 30's, 40's, 50's and 60's to show the impotence of government in this area). More specific (and more tedious) chapters in the book deal with the grain, beef, dairy and egg industries — all conveying the same theme.

The message of course is clear. Mitchell proposes an ideal in which the food supply sector in Canada is nationalized (consistent with government control over other resources which are basic to human survival). What saves the author from totally naive idealism, however, is that he puts forth his proposal only as a theoretical alternative to the situation which he speculates will exist in the future: large professionally organized farm organization, marketing boards and co-operatives; farm workers unionizing; and a clear distinction between welfare and commercial farm policy programs, among other things.

That anyone should try to cover such a large subject in a 235 page paperback is commendable, but the fact that it was published in 1975 and uses data up to that year leads one to suspect rather hasty preparation. Two other points of caution are the frequent use of Saskatchewan examples to describe Canadian issues, and the almost inevitable analysis of data is solely political terms where other factors are clearly relevant as well.

The book is recommended as an overview and introduction to the topic. The reader will quickly be able to identify his or her political sympathy or antipathy; nevertheless the book is a useful exposé and resource.

Reviewed by: Jennifer Welsh, Ryerson Polytechnical Institute, Toronto.

Child Care Handbook

Published by: American Home Economics Association
2010 Massachusetts Ave., N.W., Washington, D.C. 20036,
1975 — pp. 74.

For the Home Economics teacher, and her students, and for parents confused by the exposure given by the media, to child care of varying quality, this handbook presents an overview of the subject in a clear and comprehensive fashion.

The selection of material, from the tremendous volume of information on the subject has been outstandingly successful. It presents the variety of approaches which exist and explains the values of each without editorial comparison.

There are ten full page black and white photographs of busy interested children and adults which are appealing.

The book outlines programming, staffing, parent involvement, health, safety, nutrition as they are applied to the child care centre.

The chapter on how the Home Economics teacher could arrange a course for teen-agers with preschoolers is not as clearly presented as the others and is the weakest section of the book.

Information on licensing and business management is interesting for comparison but of course, only directly applicable to the U.S.

The sixteen page appendix is comprehensive but again U.S. oriented.

No Canadian books or publishers are mentioned and the films and film services are tantalizingly unavailable.

However as a comprehensive handbook on child care to-day it is an unqualified success and the committee is to be commended.

Reviewed by: Jean Partridge M.A., Early Childhood Education Program, Humber College, Rexdale, Ontario.

Child Care Sense and Fable

Patricia Morgan

Publisher: Maurice Temple Smith — London 1975

This book is devoted to a septemantic criticism of Maternal Deprivation Theory. First, the author examines the intensive maternal deprivation studies and exposes their lack of scientific methodology. She then cites a variety of studies (many of criminals) which clearly demonstrate that very few anti social adults had records of early maternal deprivation. Secondly she elaborates the psychoanalytic theory (largely Kleinian) which she believes gives undue importance to a constant and attentive material figure in a child's early years.

Both the search through deprivation studies and the examination of psychoanalytic theory are presented in a weighty and detailed fashion in the first half of the book with a clearly reiterated theme of discrediting their validity. Hence it is only the most determined reader who will likely hang on until the latter portion of the book where the author finally states her own social orientation and convincingly presents her broader concerns. She is convinced that the present widespread social problems of our society are not being served by misleading views of child psychology which attribute irreversible personality qualities and modes of cognitive function to an early mother-child bond. She pleads her case for a deliberate transfer of society's values through education of young children in social skills, norms, and values.

"The isolating effects of rehousing, geographical and social mobility, combined with the belief that compulsory learning is thwarting to the child and that social adequacy and competence have their source in the emotions

of early familial interaction, have created a situation in which, gradually, human culture is failing to be carried on".

And again she states "Present child care theory cannot help us to solve the problems which it has helped to engender. To do so, the whole approach would have to shift, like the deprived child from the biological to the cultural, from the individual to the social, from the particular to the general, and from stimulation to learning".

The author's pleas is for a conscious repudiation of society's confirmed belief in early experience doctrines, on the premise that they totally lack scientific confirmation. Furthermore she believes such doctrines are responsible for the acceptance of isolated, child-centered nuclear families which emphasize individuality and home. To replace this she argues for a social conscience which reflects the place of an individual in its social context as the end product of all human culture.

Had the author launched her book with the message of the last part and a statement of her convictions, she would have produced a more readable book. Unfortunately her message may get lost in the welter of detached documentation, which is essential for only the scholarly reader.

Reviewed by: Professor B. M. Flint, Childhood Education Program, Humber College, Rexdale, Ontario.

Pamphlets (*described only*)

The Certo Information Kit

A six-page folder featuring jam and jelly making tips, facts about fruit pectins and recipes for no-cook jam the the "short boil" (1 minute) method. Solutions for common problems and instructions for altering recipes are included. The procedure to follow for testing a jam or jelly (made with Certo) that fails to set, is outlined too. For your free copy simply contact: General Foods Kitchens, P.O. Box 4019, Terminal A, Toronto, Ontario M5W 1J6, Attention Mrs. S. Tonner.

Selected Recipes

A 24-page booklet featuring dishes from every Canadian province. Recipes include roast turkey with apricot stuffing, macaroni and bacon à la king, ham and teriyaki sauce and Chinese-style weiners. Free copies are available from: Home Economics Department, Canada Packers Limited, 95 St. Clair Ave. W., Toronto M4V 1P2.

Seafood Treats from the Barbecue

An illustrated 16-page recipe booklet with 20 recipes for featuring fish on the barbecue. Recipes for hickory salmon fillets, shrimp kabobs and fillets en papillotes are included along with instructions for preparing a complete meal on the grill. To obtain a copy write to: Enquiry Centre, Fisheries Service, Environment Canada, Ottawa K1A 0G2.

Non-Milk Cookbook

A 92-page cookbook by Dr. Grace Anderson, a sociologist at Wilfred Laurier University, for those allergic to milk or unable to digest it for

genetic, cultural or other reasons. The cookbook, in addition to providing recipes for breakfasts, lunches and dinners, lists a large number of commercial products that can be consumed by those adults who are milk-intolerant or allergic. The cookbook is distributed nationally by the Treasure Trove, 16 Union St. East, Waterloo, at \$2.95 a copy.

Home Echoes

Journal of the Home Economics Council of the Alberta Teachers' Association

Re-prints of speeches, lesson plans, teaching tips and articles on a wide range of subjects including Food Science, Clothing and Textiles and Modern Living are featured. Subscriptions are available to non-residents of Alberta for \$7.50 from: the Alberta Teachers' Association, Barnett House, 11010 – 142 Street, Edmonton, Alberta.

Discover The "Bounce" Touch

A fact sheet that discusses fabric softeners, how they work, their safety and economy. Ideal for home economics classrooms. Copies are available from: The Proctor and Gamble Company of Canada, Limited, P.O. Box 589, Hamilton, Ontario L8N 3L5.

Posters (Visuals)

The Fisheries Association of British Columbia is pleased to offer the following posters:

"The Magic 10 Minute Rule (the secret of cooking fish properly)"

"Buying B.C. Fish"

"7 Easy Ways to Enjoy B.C. Fish"

"Summer Treat . . . Barbecued Fish"

Requests should be mailed to: Fisheries Association of B.C., P.O. Box 33798, Postal Station D, Vancouver, B.C. V6J 4L6.

Described – not reviewed

Careers for a Changing World (Film Strip)

Features a 16mm, full-colour motion picture entitled "What Will I Do With My Time?," a teacher's guide and a series of career booklets.

The 28-minute film features people discussing their career choices and is intended for use primarily in junior and senior high schools.

The teacher's guide supplements the motion picture and demonstrates how teachers and counselors can use the booklets and films as tools to encourage classroom discussions.

The series of booklets included in the kit reinforce the film and guide and emphasize the importance of helping students reach their career decisions.

For additional information about the film and booklets contact: New York Life Insurance Company, 443 University Ave., Toronto 100, Ontario. (Attention W. H. A. Carr)

Abstracts of Current Literature

Submitted by School of Food Science, MacDonald College

The yield and value of edible portion and protein from supermarket retail meat cuts.

T. F. Fund, W. R. Osborne and J. L. Morris

1976

Canadian Institute of Food Science and Technology Journal, Vol. 9, 35-38.

A very informative article which reports the results of an investigation designed to determine the yield and the protein content of the edible portion of frequently selected meat cuts from supermarkets. The data, summarized in three tables, shows the effective price per pound of edible meat and protein and the variation in effective price between stores within chains and between chains. These supermarket chains were selected and purchases were made at two stores in each chain. A total of two hundred and seventy samples were obtained. Each purchase from each store consisted of fifteen cuts and three purchases were made from each store on three different days. A complete separation of the edible portion of each cut was subsequently made along with a proximate chemical analysis. Beef samples were grouped into "lower" and "higher" priced cuts. The "lower priced" cuts of beef yielded the greatest percentage of edible meat. The pork cuts, treated as a single group, yielded the lowest percentage of edible portion. Price-wise the "lower priced" beef group was the most economical per pound of edible portion. Significant differences in price per pound of edible portion of seven cuts were found between chains. These differences were attributed to pricing policies rather than to differences in cutting specifications. The price variations between stores were due to differences between chains rather than to differences between stores within chains. Based on protein the price per pound was greatest for T-Bone steak. In general the cost of protein was lowest for ground beef, followed by the cheaper cuts of beef, the pork and lastly the higher priced cuts of beef.

Prof. C. L. Fergusson-Henneberry

Assoc. Professor,

School of Food Science, Macdonald College

Educating the educator

R. V. Peavy

1976

Canadian Journal of Education, 1: 1, 75 – 82.

The author presents a personal viewpoint that emphasizes the significant role of the personality of the teacher in the educational process. Beginning with some thoughts regarding the attributes of a teacher of Carl Jung and Martin Heidegger, he discusses the problem of dealing with the "uneducatedness of the educator". This is done by reviewing much of the current literature from both humanistic psychology and education. The end

product within this frame of reference is the teacher who is successful because he or she is an effective person. The literature reviewed stressed the importance of personal growth and the increasing awareness in education of the significance of continuous adult learning.

A model using six personal attributes that would enable the educator to become a more effective teacher is presented. These attributes involve more effective use of sensory contact and awareness, concentration, feelings, imagination, thinking and communication skills in learning. The emphasis is on the experiential process and individual participation that fosters self-growth. The author concludes that what is personally desirable in both students and teacher is not merely that they be "simply recollectors stuffed with knowledge but persons so developed that they can discover knowledge and values, transmit meaning, and create lives that have personal and social significance". The continuous education of the adult person(ality) is imperative for achieving this personal development. The educator has an effect on students not only through the transmission of knowledge, but even more so through personal communication and relationships.

Dr. D. Shymko, Asst. Professor
School of Food Science, Macdonald College

Maternal nutritional requirements in relation to the subsequent development of teeth in children.

G. B. Winter

1976

Journal of Human Nutrition, Vol. 30, No. 2: 93.

Whereas it is acknowledged that maternal nutrition, in pregnancy and lactation, plays a role in the development of the deciduous and early forming permanent teeth in children, however, it is difficult on the basis of present evidence to identify the factors involved. Studies of the effect of nutrition on the development of teeth in children have included the following aspects of maternal nutrition: protein and protein-energy deprivation, relative carbohydrate excess, vitamin deficiencies, mineral deprivation, and flouride supplementation.

Rats have been used to study the effect of protein deprivation on the dental development of the offspring from pregnant and lactating animals. Supplementation of low protein diets throughout the reproductive cycle has reduced the frequency of abnormalities in the teeth of the offspring. In weaning rats abnormalities and changes in the dentition have been shown to occur mainly during the period of lactation.

In humans, there has been very little attention given to the effect of malnutrition on dental abnormalities, although it is likely that the nutritional status of the mother is a factor. Epidemiology studies of children in underdeveloped countries have shown that changes in the deciduous dentition are mainly related to severe malnutrition which has been present since birth.

A high caries susceptibility in the offspring of rats fed on a high sucrose diet during pregnancy and lactation has been demonstrated. In humans a relationship between high sugar intake in the early years of life and caries

of the deciduous teeth has been established. However, it seems likely that this operates at a local level within the oral environment by maintaining and promoting a highly cariogenic environment.

Early experiments showed that deficiencies of vitamins A and D in pregnant and lactating rats produced gross changes in all dental tissues. These results are supported by more recent clinical and epidemiological observations which indicate that infants who are born with low serum Vitamin A levels show severe changes in unerupted teeth. Investigations have shown that a Vitamin D deficiency during pregnancy results in enamel hypoplasia of deciduous teeth. There is little or no evidence of any disturbances of dental development in the offspring of mothers who are deficient in other fat-soluble vitamins, E and K, and vitamin C or the B vitamins.

Information concerning the part played by minerals in maternal nutrition relative to the subsequent dental development of the offspring comes almost entirely from animal experiments. In dogs most of the evidence indicates that when there is an abundance of Vitamin D, the intake of calcium salts can be brought very low before imperfections occur in the teeth of pups. Very little work has been done with pregnant and lactating animals, although the post-natal importance of the calcium-phosphorus ratio in the diet and the danger to calcium salts absorption from phytates and oxalates in the diet has been demonstrated.

It has been well established that the ingestion of fluoride from birth at a level of 1 mg/litre of drinking water over the years of tooth formation substantially reduces dental caries throughout life. It is uncertain whether increasing maternal fluoride intake during pregnancy and lactation has any particular benefit to the fetus or the young child. The placenta appears to play an active role in controlling the transfer of fluorides from mother to fetus and available evidence does not give clear support to the use of fluorides as a prenatal supplement for caries prevention in children.

In advanced societies dental development will proceed normally if an adequate diet is taken. However, where there are socially disadvantaged groups within a population, supplementing the diet of pregnant and lactating women appears to be advantageous in assuring normal dentition.

Helen R. Neilson,
Professor,
School of Food Science, Macdonald College

New technique takes static from carpets

B. TenHovel

1976

Canadian Textile Journal, Vol. 93: 32.

A major advance has been made in the carpet industry's battle against static electricity. This involves a new method developed by Dupont scientists to give carpet fibre locked-in, durable protection, with its new *Antron III yarn*. In Canada, static in carpets is mainly a winter phenomenon, because it only becomes noticeable when the humidity drops to below 40 per cent.

It is not practical to maintain a 40 per cent level, especially in public buildings — that is when a person will often get a shock when grasping a metal object.

What is needed is a mechanism to keep the static electricity from reaching the point where most people will find it comfortable. The reference to "most people" is significant because the reaction differs from one individual to another because of physical makeup, clothing worn, and other factors. A person wearing composite soles builds up less static than a person with leather-soled shoes.

Greater protection is required in public buildings than in the home because a person is likely to take more steps on the carpet in large buildings before touching a "discharging" object. It is generally agreed that a carpet should not develop more than 4.5 static Kilovolts in a home or more than 3.5 in an office.

The advantage offered by the Dupont development is static protection that will last for the effective life of the carpet, according to the announcement. This has been done by enclosing a conductive element in the core of the nylon fibre. This means that the conductive core is protected by a nylon layer and will therefore have the same wearing qualities as the non-conductive fibres in the carpet. In addition, in dyeing operations the conductive fibres will react the same way as the non-conductive fibres.

The Dupont development underlines the many approaches taken by the carpet industry to combat the static problem.

Mrs. K. Martin
School of Food Science
Macdonald College

TOSHIBA

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Requires full and part time
home economists for a challenging
career in microwave cooking.

Duties will include the develop-
ment of microwave oven business
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Please send resume to:
TOSHIBA OF CANADA LTD.
3680 Victoria Park Ave.
Willowdale M2H 3K1, Ontario
Attn: Mr. H. R. Neilson

The Editorial Board would like to encourage provincial or local associations to forward any information for this new section of the Journal!

NOVA SCOTIA HOME ECONOMICS ASSOCIATION CONVENTION — OCTOBER 21, 22, 23. HOTEL NOVA SCOTIAN, HALIFAX, N.S.

This is The Golden Jubilee convention and members from the New Brunswick, Prince Edward Island and Newfoundland Associations are invited to take part in this important celebration.

ATTENTION UNIVERSITY DEANS!

The editorial staff would be delighted to publish any information on new courses or innovations available in the Home Economics/Consumer Studies departments in your university — please forward by November 15, 1976!

JOINT-FEE STRUCTURE - AN ALBERTA EXPERIMENT

Marilyn Kaiser, Alberta Director, CHEA

At the Annual Meeting in April of 1975, the membership of the Alberta Home Economics Association voted to undertake a two year experimental joint-fee membership structure with the Canadian Home Economics Association.

Prior to this time a joint-fee structure existed between five local associations throughout the province and the Alberta Association. That meant any individual wishing to take out membership in the provincial association had to automatically become a member of a local of their choice. Effective with the 1975-76 membership year, it was compulsory for Alberta Home Economists to join three levels of the Home Economics Association — local, provincial and national.

Problems encountered:

1. *Timing* — Because of the new relationship with Canadian Home Economics Association, AHEA had to change their membership year to coincide (it had previously been September 1 — August 30) with C.H.E.A.

This rapid change resulted in some complications related to inauguration of the joint-fee structure. Membership forms had to be prepared and distributed and a system of collection of money and issuing of receipts established.

In the meantime, of course, CHEA's 1975 membership campaign had commenced and Alberta Home Economists previously holding membership in CHEA had received renewal notices direct from CHEA head office. This resulted in some people joining CHEA and not AHEA. Because this was not evident to the AHEA executive until too late in the membership year to be acted upon it resulted in loss of

memberships to AHEA and undermining of the joint-fee structure experiment to a certain extent.

2. *Financial Loss to AHEA and the Locals* — Because no project of this nature can hope to have unanimous support of all members, it was expected that membership in AHEA would suffer. The extent of this loss could not be gauged accurately, so the AHEA executive had a difficult time forecasting revenue and expenditure possibilities for the 1975-76 year. The same was true for each local.

Revenue loss during the year did effect the organizations considerably.

3. *Membership Changes*

Alberta Home Ec. — Decrease in membership of 202 or approximately 37%.

1974-75	1975-76
528	326

Canadian Home Ec. — Increase in membership of 190 or approximately 124%.

1974-75	1975-76
153	343

In discussing the loss of membership with some of the local associations, it appears that it did hamper activities to a certain extent. However, it also becomes evident that those individuals who maintained their membership are indeed the active ones — the members who are prepared to contribute to the professional organization and it is this type of member who is to be valued in my opinion. AHEA convention attendance seems to back me up in my observation. Registration was an all time high of 204 and even subtracting non-member registrations, it would appear that we have not lost anything in enthusiasm as an organization.

Perhaps building our association on 326 very strong members is the significant factor.

What About the Future?

The future of anything is always unpredictable and the future of joint-fee structure is no exception.

The 1976-77 year looks encouraging when you compare memberships with this time last year. As of July 1 membership stood at 228 — up significantly from the approximate 90 at this time last year. The membership campaign was of course better organized this year because of the advantage in timing and learning from our first years' trials and errors. Co-ordination between CHEA and AHEA is much improved and the locals are enthusiastic at conducting grass roots membership drives which might even include personal contact with non-member home economists.

At this point, I can't forecast whether joint-fee structure will continue after the two year experimental term has ended. It depends mainly, I think on, the viability of the Canadian Association. Obviously 202 previous members of AHEA did not feel it was an organization with which they wanted to be associated at this time.

It also depends on the membership fee structure that is developed. Increased fees by any one of the three levels of our profession will directly affect us all in Alberta. And it does still seem to be a very relevant factor in our profession. Perhaps each of us has to re-evaluate our own attitudes concerning professional organizations.

FROM THE EDITOR'S DESK

You may have noticed that there has been a great increase in the amount of advertising in the Journal lately. This has been due to the great efforts of our advertising representative, Miss Pat Sloss. For this, we thank her. This advertising has helped to put us in a better financial condition than we have been for some time. And so that we do not become too self confident, the cost of mailing this Journal to you is over thirty percent greater than formerly, thanks to the new postal rates.

To make the Journal of more interest to members, some information regarding the work done by the various committees would be valuable. If you are the chairperson of a committee, would you please send this to the editors. It would be appreciated. In this issue we have included a new section — "Provincial News".

This is the second last Journal to be edited and printed in Toronto. With the April edition, the Journal will come to you from somewhere in the West.

Dear CHEA Member:

The past year has been one of the Canadian Home Economics Association's best. Many of our organization's goals and objectives have been reached, and others are progressing well. To maintain the success level achieved and to maintain the strength of the organization, we need the commitment and help of every member.

The 1976-77 Budget proposes a deficit... deficit budgets are not generally news, but this one is \$23,030.00. Office expenses will be up due to higher rent, the purchase of office equipment, and the new postage rates. Salaries and travel costs have also increased. To operate our organization smoothly, all of these expenses are necessities.

Our expenses can be offset by increasing income. CHEA's main source of income is membership fees — total income last year from this source was \$39,495.00. If this remains constant for 1976-77, our deficit will be as proposed. With every new membership the deficit is reduced. If every current member contacts a new member, the deficit will be eliminated.

Will you help? By taking the membership form from the back of this journal and giving it to another Home Economist, you will be providing her with a new opportunity for professional growth. Every CHEA member can be an active, contributing member of the organization by participating on committees, in local affiliated groups, and by attending national conventions. The person that you encourage to join CHEA will appreciate the benefits and services that membership provides.

Take time now to contact a Home Economist, and encourage her to become an active, associate, student, or reserve member of CHEA. Then everyone will benefit.

A handwritten signature in cursive script that reads "Elaine Kerr". The signature is fluid and elegant, with a large initial 'E' and a long, sweeping tail on the 'K'.

Elaine M. Kerr
Membership Chairman

by Kay Spicer

Skippy dips its way into the Peanut Butter market

Skippy peanut butter is now manufactured right here in Canada! A very successful advertising campaign has thousands of Canadians Skippy Dipping every day. Skippy, made with U.S. Grade No. 1 peanuts is available in both Creamy and Super Chunk. Malcolm Fletcher, Best Foods Marketing Director, reports great trade acceptance and high consumer trial for Skippy. Bilingual recipe ideas using Skippy peanut butter may be obtained free of charge by writing: Consumer Service Department, Best Foods Division, The Canada Starch Company Limited, Box 129, Station 'A', Montreal, Quebec. H3C 1C5.

Streusel Krone?

The Germans use the word Streusel to mean "To strew or to sprinkle" and 'Krone' is a crown. Robin Hood Multifoods new Streusel Krone Cake Mix is aptly described by its name. The rich, fine textured cake is rippled through and topped with a flavorful streusel mixture. Baked in a tube pan, the cake resembles a kind of crown. A drizzle of glaze over gives the cake a 'regal' look.

Perhaps there is no cake like it in Europe but Canadians can enjoy it in four flavors — Cinnamon, Chocolate, Spice and Lemon.

Robin Hood Streusel Krone Cake Mix makes a generous, easy-to-make cake that stays moist for days . . . fine for a party or any occasion.

This cake is on sale nationally and the retail price varies between \$1.49 and \$1.79, the latter being the Western provinces price.

Contact: Louise E. Dufresne, Consumer Relations Manager, Robin Hood Multifoods Limited, 6600 Cotes-des-Neiges Rd., Montreal, Quebec. H3S 2A9.

Want to Knit 200 Times Faster?

Join the "Knitting Machine Revolution". Brother International Corporation manufactures and sells over 800,000 home knitting machines annually throughout the world.

Consumers appear to be really serious about doing something constructive to lessen the economic squeeze in the area of clothing for the family. Savings from ten to thirty dollars per man's sweater or teen-age outfit can be expected.

It is easy to learn to operate a home knitting machine. Special classes are extended with the purchase of every Brother KH-820 Home Knitting Machine.

For more information write: — Ms. Nan Lynch, Marketing & Training, Knitting Machine Division, Brother International Corporation, 1947 Leslie Street, Don Mills, Ontario. M3B 2M3.

Now, a Microwave Oven for Full-Sized Family Meals

It's a full 1.2 cubic feet — one of the largest you'll find — and it means even large roasts and turkeys are no problem. From Admiral you'll find the Micro Range Deluxe Model MR2478 with variable defrost, 42-minute precision timer, variable cook control and end-of-cycle signal. A vast range of hot flavorful meals can be prepared in minutes. Admiral thinks science should work for you.

Contact: Rockwell International, Canadian Admiral Corporation Ltd., Mississauga, Ontario. L5G 4M5.

Pizzeria-Style Pizza

Canadians now spend more than \$20 million a year on frozen pizzas. And that's three times the frozen pizza sales of three years ago.

Why the big increase since 1973? Because there's a bigger variety of frozen pizzas available today and are of higher quality.

Such as Gusto frozen pizzas from Robin Hood Multifoods.

It's the only frozen pizza with a hand-finished crust made from the same recipe pizzerias use. That's why it's called a "pizzeria-style" pizza.

Gusto pizzas are made from three kinds of cheese — parmesan, cheddar and mozzarella — tomato sauce made from whole tomatoes plus onions and a blend of eight spices. The "all-dressed" version also includes pepperoni, mushroom slices and fresh green pepper.

Originally introduced in Toronto and Montreal, Gusto "pizzeria-style" frozen pizzas are now available across Canada.

BOIL-A-ROAST provides fast, efficient answer for wide variety of food service requirements

"It's goof-proof. Anyone can take this roast and cook it exactly the way it should be cooked."

R. S. (Bob) Boyce, the president of Quinte Meat Products Ltd., is talking about Boil-a-Roast, and his enthusiasm for the product potential is unlimited. It's a new concept he and Pierre de Serres of Signet Foods developed in co-operation with Union Carbide Food Casings, for preparing roasts. In less than two years it has made a major impact on the institutional market.

Boil-a-Roast isn't just taste. It saves labor costs that go into preparation, it saves cooking shrink, and it offers a much greater yield per serving because bone and fat have been removed. Roasts are vacuum sealed and frozen.

Like many such successful developments, Boil-a-Roast succeeds through simplicity. It's cooked in the bag in boiling water — on top of the stove — but, when served, it tastes every bit as good as an oven-baked roast. Jet-netted and spiced, Boil-a-Roast is not a pot roast: it's completely sealed in a "Visten" bag which is opened only after cooking when the roast is ready for serving.

The instructions amount to one sentence on the outside of the "Visten" bag which encases the three available roasts — pork, beef and corned beef. "Thaw completely and cook in the bag in hard boiling water at the rate of 20 minutes per pound." Large roasts may actually take less time.

For further information contact: Ron Richardson, Richardson Communications, 9 St. Clair Avenue East, Toronto, Ontario. M4T 1L6.

CANPRO

Not a new athletic group but a Canadian High Protein Biscuit. Canpro was developed by Christie, Brown and Company, Ltd. to fulfil the real need for an inexpensive, nutritional biscuit with a high balanced protein and iron level. All countries are exploring the opportunity for the utilization of new specialized products with a nutritional benefit in concentrated form as opposed to weight.

The considerations of palatability, flavor, texture and size have been incorporated into this product. Also, the biscuit can be crushed into a meal or powder to be mixed with water or skim milk for feeding the very young. Two biscuits contain the protein equivalent of 1 medium egg. Canpro is a perfect food for school lunch programs, day care centres and subsidized feeding plans.

Canpro packaging is designed to protect the freshness and potency of the biscuits over an extended period of time — against wide variations in temperature, high humidity levels, heat, wind, rain, mud, etc. and withstand rough handling in transit.

CANPRO biscuits have been developed by new technology for use in a rapidly changing world.

For more information on present users, more analytical information and prices, please contact: Christie, Brown and Company, Ltd., 2150 Lakeshore Blvd. West, Toronto, Ontario. M8V 1A3.

More Awards for ANDRÉS

Andrés Wines Ltd., a leading Canadian vintner has again won recognition in international wine circles. At the third International Wine Competition in Bulgaria, Andrés was awarded four gold and two silver medals, bringing to a total thirty-three awards for their wines in international competitions since 1971.

Said Dr. Joseph A. Peller, President of Andrés Wines, "These additional awards testify to the positive growth in Canadian winemaking. Canadian consumers have every right to be proud of our native wines."

Andrés Riesling, Andrés Moulin Rouge, Moulin Blanc and Moulin Rosé hold gold medals from this last competition while Andrés Ruby Cabernet and Richelieu Brut were credited with silver medals.

For further information please contact: Joy-Anne Collings, Consumer Relations, Andrés Wines Ltd., P.O. Box 550, Winona, Ontario.

Copco Cast Aluminum

The beginning of a great new cookware collection.

Heavy cast aluminum, one of the great cookware materials, now adds its down-to-earth glamor to the Copco Kitchen. The sparkle of this hand polished special aluminum alloy is a new note in the Copco story.

Copco cast aluminum alloy assures maximum cooking performance. There is even heat distribution with excellent heat retention. There are no hot spots.

The unique sculptured shape of the wood handles provides a secure and comfortable grip. They pick up easily. They are made of hand crafted wood with a special protective finish.

The flat ground bottoms assure top cooking performance for gas and electric ranges and are especially good for "counter-top stoves".

The initial group represents the seven most essential pieces for the basic kitchen.

Handsome on the table, the Copco cast aluminum collection continues the Copco tradition of combining excellence in design with top quality performance.

Now available across Canada.

Happenings

MILES SYMPOSIUM ON DIETARY FIBRE ATTRACTS INTERNATIONAL NUTRITIONISTS

Just one ounce of hard liquor was ordered at the open bar and luncheon for 200 nutritionists attending the Nutrition Society of Canada meetings at Dalhousie University on Monday, June 14th, 1976. The nutritionists munched celery, whole grain buns, bran muffins, fresh fruit and drank skim milk obviously absorbed in discussions concerning the latest research data which links a lack of dietary fibre to disease. Six internationally famous nutritionists came from around the globe to the Miles Symposium to present new evidence of the link between an absence of dietary fibre in western diets and diseases such as diverticulitis, appendicitis, diabetes, cancer of the colon and cardiovascular disease.

Fibre is considered to be the indigestible part of plant foods, such as fruits, vegetables, grains and legumes.

All of the speakers, whether speaking about the chemical or physical reactions of fibre in our diets concluded that a well balanced diet must

include many sources of fibre each day. Placing too much stress on one food, such as bran for example, could cause an imbalance, too.

Dr. Dennis Burkitt was the first speaker.

"The west is the most constipated group of nations in the world" warns Dr. Denis Burkitt of The British Medical Research Council, "and this constipation is the precursor of many of our ills."

The cause of the relationship is unclear. The development of these diseases was followed in detail by Dr. Burkitt. With the increase in the intake of refined foods, the incidence of western diseases rises. After 20 years in under-developed countries, it was as obvious to Dr. Burkitt as it has now become to his disciples.

Similar conditions have developed in the animal world.

Dr. Gene Donefer, professor of nutrition of McDonald College, Quebec explained that the diet of cows has changed over the past few years. Like man in the civilized world, the cows' diet has been low in fibre as rations change from grass to grain.

"You can kill a ruminant in 6 hours by removing the fibre and substituting starch."

When cows remain on a low fibre diet, there is an increase in acute indigestion, bloat, liver abscess and brain disease. Diet and disease are inter-related, can be studied in cows and the studies related to man, Dr. Donefer suggests.

Dr. Burkitt has observed a trend towards returning fibre to foods, although he is careful to recommend fibre as a prevention rather than a cure. "We used to treat some colon diseases with low residue diets. Now we believe that this causes disease. Many hospitals in Britain have returned to high fibre diets for such cases."

Dr. Gene Spiller, of the University of California stressed that "one must not judge the value of fibre independent of other components of the diet since it is the inter-action of fibre with other nutrients that affect the bacteria in the intestine (where digestion and absorption take place) and the physiological function and performance in the intestine."

A participant in the Symposium broke into a whole grain bun and downed a carton of milk at the coffee break to explain later that it had been the first time she had milk without stomach cramps.

This good effect of such a food combination could be explained by a suggestion of Dr. Spiller that one role of fibre is to hold the lactose in milk for digestion in the colon rather than the stomach. The speaker vowed to eat bran muffin with her milk henceforth.

Many speakers seemed to conclude that different forms of fibre, not just one, are needed every day. We may need more than one kind of fibre to support more than one kind of bacteria which together would aid digestion and absorption of foods. Bran alone is not the answer as some suggest. Vegetables and legumes are essential, as are fruits and whole grains.

Dr. Burkitt explained, "There is a difference between purifying the protein, carbohydrate and fat out of plant foods such as cereals, vegetables, fruits and legumes, eating them separately and then adding a bit of fibre to

this purified diet and eating the same plant food intact without purification. The latter is preferable."

WHAT'S N.E.W.?

"Nutrition Every Week", of course — the theme for nutrition week 1976. The week is being sponsored by the Ontario Dietetic Association and will be held October 18 — 23rd.

In the 70's, awareness of nutrition has been increasing by leaps and bounds. Dietitians, Nutritionists and other interested people across Ontario are taking advantage of this to make a concerted effort to promote good nutrition practices, enthusiastic local committees are planning displays and contests, making up questionnaires and writing pamphlets and articles in preparation for the week.

Watch for developments in your local areas as the week approaches, in fact, why not become involved in the planning yourself! For advance information contact your local hospital dietitian or community nutritionist.

Remember October 18 — 23rd — It's N.E.W. for you!

CIRCLE THESE DATES:

October 26-27, 1976 Seminar for Consumer Relations Executives organized by the Department of Consumer Studies, University of Guelph (519) 824-4120.

May 4-10, 1977, International Congress of Dietetics, Sydney, Australia.

TAKE NOTE!

"TAKE STOCK . . . TAKE ACTION"

- C.H.E.A. Conference 77 — June 27-30
Holiday Inn, Winnipeg, Manitoba

Come early for the Continuing Education Institute, "The Home Economist as a Change Agent?" June 26 and 27, planned by the Faculty of Home Economics in the University of Manitoba's Centennial year.



Home Economists like the Braun Kitchen Machine for versatility and compactness.

The Braun mixer with its heavy-duty motor converts to five different appliances by simply slipping the attachments into the power unit. In seconds it becomes a blender, meat grinder, salad shredder/slicer, citrus juicer or coffee grinder. All full-size appliances but with the economy and storage benefits of only one motor.

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Regardless of where your daily activities take you — test kitchen, school instruction, trade show demonstration, TV show or commercial production — there's a dependable Braun food preparation system to meet your needs.

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BRAUN

RESOLUTIONS PASSED AT THE ANNUAL MEETING

The following resolutions were approved by the membership at the Annual Meeting of the Canadian Home Economics Association, held July 15, 1976:

A recent study conducted in Manitoba schools by the Manitoba Home Economics Association, Manitoba Women's Institutes, Manitoba Branch of the Consumers' Association of Canada, and the Dietetic Association of Manitoba, found that the majority of food items available through vending machines, canteens and cafeterias were non-nutritious, therefore, it was resolved that,

OTHER PROVINCES IN CANADA, THROUGH THE COORDINATION OF PROVINCIAL NUTRITIONISTS' BE ENCOURAGED TO CONDUCT SIMILAR SURVEYS TO ASSESS SCHOOL FOOD SERVICES AND FACILITIES AND THAT THE RESULTS OF SUCH SURVEYS BE USED AS A BASIS FOR DEVELOPMENT OF PROGRAMS TO ENSURE THE AVAILABILITY OF NUTRITIOUS FOODS IN THE SCHOOL SYSTEM.

It was resolved that,

A COMMITTEE BE STRUCK TO REPORT TO THE C.H.E.A. EXECUTIVE BY JANUARY 1977 THEIR INVESTIGATIONS REGARDING THE POSSIBILITY AND ADVISABILITY OF C.H.E.A. ENTERING INTO A GROUP INSURANCE PLAN TO OFFER TO ITS MEMBERS, (a) TERM LIFE INSURANCE, (b) SICKNESS AND ACCIDENT INSURANCE.

In order to support the incoming Executive of C.H.E.A. and strengthen the National Association, it was resolved that,

THE DEVELOPMENT OF A STRUCTURE OF EXPLICIT PROCEDURES AND THE COORDINATION OF THOSE PROCEDURES TO FACILITATE THE ACHIEVEMENT OF THE OBJECTIVES OF THE ASSOCIATION BE TREATED AS A FIRST PRIORITY ITEM ON THE PROGRAM OF WORK OF THE ASSOCIATION FOR 1976-77 AND FURTHERMORE THAT C.H.E.A. STRIKE A NEW COMMITTEE WHO WILL PREPARE A NEW STRUCTURE TO PRESENT TO THE C.H.E.A. EXECUTIVE BY JANUARY 1, 1977 AFTER WHICH THE PROPOSAL SHALL BE CIRCULATED TO ALL C.H.E.A. MEMBERS FOR COMMENT. FOLLOWING RATIFICATION BY THE BOARD, THE PROPOSED NEW STRUCTURE SHALL BE PRESENTED TO THE 1977 ANNUAL MEETING FOR ADOPTION.

As the new Electoral Expenses Act entitles delegates attending political conventions to an income tax deduction for travel and accommodation it was resolved that,

THE CANADIAN HOME ECONOMICS ASSOCIATION REQUEST THE GOVERNMENT OF CANADA TO GIVE THE SAME CONSIDERATION TO DELEGATES ATTENDING ANNUAL AND EXECUTIVE MEETINGS OF NATIONAL OR PROVINCIAL PROFESSIONAL ASSOCIATIONS.

It was resolved that,

THE SPECIAL COMMITTEE ON PROFESSIONAL DEVELOPMENT BE ESTABLISHED FOR THE PURPOSE OF DEVELOPMENT AND PROMOTION OF HOME ECONOMICS AS A PROFESSION IN CANADA, AND TO REPORT ANNUALLY TO THE BOARD OF DIRECTORS

UNTIL THE FINAL REPORT OF THE STRUCTURE COMMITTEE IS SUBMITTED'

INITIAL OBJECTIVES ARE PROPOSED AS FOLLOWS:

- (a) FORMATION OF ACCREDITATION GUIDELINES FOR POST SECONDARY PROGRAMS IN HOME ECONOMICS, AND GUIDELINES FOR UPDATING WITHIN OR RE-ENTRY INTO THE PROFESSION.
 - (b) A ONE-DAY STUDY/WORKSHOP SESSION AT THE 1977 C.H.E.A. CONFERENCE DEVOTED TO PROFESSIONALISM: ETHICS, REGISTRATION, UPDATING, RE-ENTRY INTO PROFESSION, IMAGE OF HOME ECONOMICS, PROSPECTS FOR PROFESSIONAL SERVICE OF HOME ECONOMISTS, "SPLIT AFFILIATION" SUCH AS WITH TEACHERS, NUTRITIONISTS, ETC.
 - (c) PROVISION OF INFORMATION RESOURCES TO PROVINCIAL ASSOCIATIONS THAT WISH TO INVESTIGATE REGISTRATION OF THE PROFESSION IN THEIR PROVINCE.
-

AUDIO TAPES AVAILABLE FROM INTERNATIONAL HOME ECONOMICS CONGRESS

Organizers of I.F.H.E. 76 Congress in Ottawa made arrangements to have audio cassette recordings of all sessions available to members.

Sixty or 90 minute cassettes can be ordered at a cost ranging from \$6 to \$8 from the National Office or from



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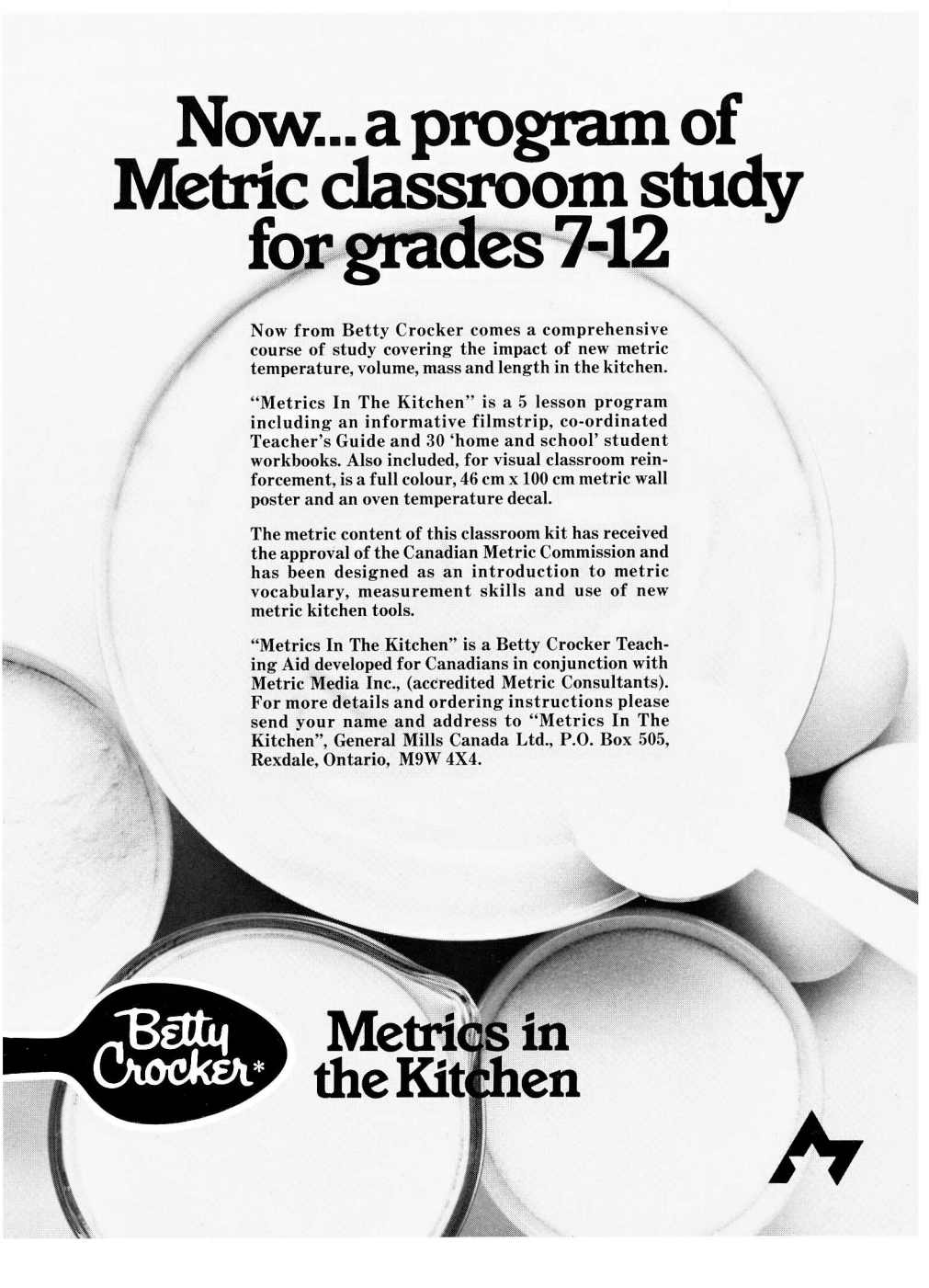
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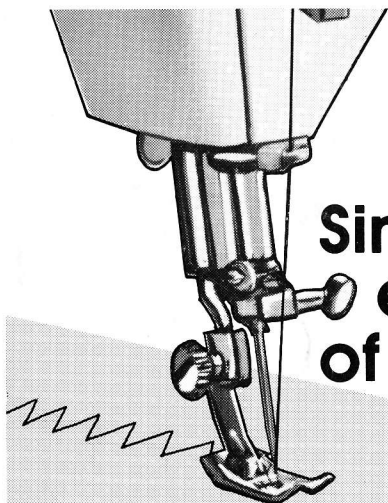
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